C0200-1

INTERNATIONAL DEMOGRAPHICS™

Vol. 1, No. 1 April 1982

And Now . . . The Rest of the World

Developing countries will account for nearly 30 percent of the increase in world trade in the 1980s, the World Bank estimates. The United States now sells 36 percent of its exports to developing countries — primarily in Africa, Asia, and South America.

Gregory Votaw, a 16-year veteran of the World Bank and now Director of the Center for International Development and Technology at Dames and Moore, consulting engineers in Washington, offers these suggestions for approaching international trade.

Votaw spoke at a World Trade Institute strategic planning seminar for multinational corporations at the World Trade Center in New York.

—Nothing is quite as it is reported in the media, or by a government in its official procedures manual, or by the U.S. government. "There is no substitute for going to a country and finding out for yourself how things work," Votaw says.

—If you are seeking a partner in another country (whether an agent, a distributor, or a manufacturer), a strong independent person is best. "Beware of oppressively obedient people," Votaw says. In overseas business situations, these people are often hired, but are rarely the best partners.

—Understand cultural differences. Nigeria is different than Cameroon. Australia is different than New Zealand.

—Ask yourself what the country wants. What are its priorities, plans, and how does your project or product fit in? It may be difficult to determine this information, but persist by searching out all sources, official and unofficial.

—Don't expect the United States government to do everything for you. In fact, government agencies need you to share your facts and perceptions with them.

—Don't do anything in any country without knowing the status of women. They are powerful in many countries and should be listened to. It may take a great deal to find out how they are viewed in their country, however, because even if they have power, men may pretend otherwise.

—Government plays different roles in developing countries. Learn what the role of government is and whether it is likely to change in the near future. For example, a government may grant huge concessions to the first hotel developer to bring tourism to its shores, but be inclined after tourism is well under way to let private enterprise bear all the costs.

—Find out about food, energy, housing, and water — and think

Inside This Issue

Interview: Probe International President, Benjamin Weiner 3

Country Profile: The Republic of Korea 4

Census Update 9

Sources 10

Ten Million Club 12

about how to provide for these basic needs. Without them your project may fail.

—Do not accept lower standards of productivity in a developing country. Poor managers make poor workers in developing countries, just as they do in the United States and other industrialized nations.

—Despite what you may read, many developing countries contain an enormous reservoir of admiration for the United States.

The priority and resources that a country applies to collecting and collating demographic statistics can be a clue to the role of government. If its statistics are reliable and easily available, showing weaknesses as well as strengths, it is more likely to be a receptive government. •

Around the World

Awakening Giant

After 20 years of neglect, demographics have bounced back in the world's most populous country, China. The United Nations Fund for Population Activities has made $50 million available from 1980 to 1983 to defray the cost of the 1982 Chinese census and to help pay for training and research.

As of 1980, 10 population research units in the Chinese government had established social science academies, and for the first time articles have begun to appear on such subjects as population trends and their impact on housing, employment, mass transportation, and other sectors.

The increased population research activity in China should help improve professional relations between Chinese population specialists and their foreign counterparts in coming years. As part of the thaw, a U.S. mission from the Commerce Department and Census Bureau visited China in 1979 to discuss statistics and the census.

Source: "Demography in China: From Zero to Now," by H. Yuan Tien, *Population Index* 47 (4): 683-710. Winter, 1981, Office of Population Research, Woodrow Wilson School of Public and International Affairs, 21 Prospect Avenue, Princeton, NJ 08544.

Supermarket Strategies

Modern supermarkets probably fail in developing countries because they do not consider the lifestyles of consumers.

People with low, fluctuating incomes, who have no means of transportation, and who buy small quantities of basic food items several times a week are unlikely to respond to the efficiencies of a large, modern supermarket located far from their homes. Whatever they may save in buying from the supermarket, they spend in the cost of getting there.

Government agencies that support development believe opening a supermarket in an upper-income area is evidence of failure, but that is where supermarkets belong. Supermarket technology operates most efficiently under steady and predictable conditions. These are not available in less developed countries.

Source: *Journal of Retailing*, New York University Institute of Retail Management, 202 Tisch Hall, Washington Square, New York, NY 10003, (212) 598-1212.

Attracting Foreign Visitors

Some states and U.S. territories find the foreign market lucrative for travel advertising. Of the 56 U.S. states and territories reporting to the U.S. Travel Data Center, 22 allocated money to media advertising in foreign countries, 20 had budgets for foreign promotion including foreign offices, and 9 had foreign press budgets.

Advertising budgets averaged $84,000. Low was $4,000 in Oklahoma and Rhode Island. High was $525,000 in Puerto Rico. Florida allocated $403,000, the U.S. Virgin Islands, $385,000. Alabama, Georgia, Hawaii, Louisiana, Montana, New Hampshire, New Mexico, Oregon, and Vermont, were in the $10,000 to $50,000 category.

Canada is the target for 23 percent of the foreign advertising dollars. Sixteen states or territories mention it specifically. Other popular targets are Mexico, United Kingdom, France, and Germany.

States allocated most of their advertising dollars to magazines — newspapers, radio and billboards ran far behind. Only Puerto Rico and South Carolina mentioned the use of television advertising.

Source: *Survey of State Travel Offices 1981-81*, U.S. Travel Data Center, 1899 L St, NW, Washington, DC 20036, 100 pp., $30 prepaid. (202) 293-1040.

New Frontier

Australia is a safe, stable, strong pro-Western country where a new frontier of expansion is just beginning to boom. It is nearly twice the size of the United States (excluding Hawaii and Alaska) and twice the combined area of India and West Pakistan.

Although immigration has helped to double the population to 14.5 million since World War II, it still has one of the lowest densities in the world — about 6 persons per square mile. About 65 percent of Australians are concentrated in the large cities of the fertile coastal region including Melbourne, Sydney, Brisbane, Perth, Darwin, and Canberra, the capital. Sydney and Melbourne have populations of 3 million and 2.5 million respectively.

Source: *The Financial Planner*, 5775 Peachtree Dunwoody, Suite 120 C, Atlanta, GA 30342 (404) 252-9600.

Continued on page 11

INTERNATIONAL DEMOGRAPHICS

Publisher: Peter Francese
Executive Editor: Bryant Robey
Editor: Doris Walsh
Research Director: Cheryl Russell

International Demographics (ISSN 0731-5414) is published monthly by American Demographics, Inc., P.O. Box 68, Ithaca, N.Y. 14850. Telephone (607)273-6343. © 1982 by American Demographics, Inc. All rights reserved. Subscription rate: $148 a year.

Interview: Probe International

The term "political intelligence" conjures up images of men dressed in raincoats, hats pulled low over their eyes and cigarettes dangling from their lips, lurking in dark alleys to meet their informants. In fact, for some corporations, political intelligence is based not on intrigue but on demographics.

International Demographics interviewed Benjamin Weiner, President of *Probe International*, a private political intelligence firm, based in Stamford, CT.

Q: What do you mean by political intelligence?

Weiner: A broad spectrum of political, social, and cultural information that can affect a corporation's decision-making as profoundly as marketing, financial, and industrial information.

Q: Why are demographics important to political intelligence?

Weiner: As a nation we've been led to believe that we are moving toward one world, a common market. We've been given the impression the world is coalescing, but in reality, it is fragmenting. There is increasing separatism. Some ethnic groups in countries resist nationalism. Their driving force is language, culture, religion, or history. Their presence in a country is important. Their actions can have a devastating effect.

Q: Can you give an example?

Weiner: Take Canada. You can wake up one morning and find out your factory is in one country and your market is in another, if your factory is in Ontario and you produce goods that are sold in Quebec.

Q: Are there many places where culture and language figure so heavily in people's actions?

Weiner: If you go into Nigeria and choose a Yoruba agent to do business in Hausa or Ibo territory, you won't be successful. You must understand the religious, tribal, and cultural patterns to succeed. There is a separatist problem in Sri Lanka that should not be ignored. We recently suggested to a client a site location in Sri Lanka for a factory. We also suggested the appropriate mix of workers and management personnel in the factory based on what we had learned about the relationships between the Sinhalese and Tamil peoples. No matter what happens in Africa, assume there is a tribal motivation behind it.

Q: Are there other factors you look at besides religion and tribal affiliation?

Weiner: We're particularly interested in migration, not just how many people are moving, but who. If there is movement among upperclass professionals, that doesn't matter so much. They float to the best opportunities. But when blue-collar workers, who are not usually mobile, leave a country, start paying attention.

Q: What does their departure signify?

Weiner: Instability. Take Mexico, for example. The figures we see on the number of illegal aliens leaving Mexico range from 2 to 12 million — significant numbers of Mexican workers are leaving. There must be a reason for that.

Q: Do you advise U.S. corporations to stay away from Mexico?

Weiner: Not necessarily. The level of risk is directly proportional to the investment potential. The fact that there are problems doesn't mean that you turn away. If the investment potential is large enough, you cope with them.

Q: But in unstable political and economic environments, is it possible to cope?

Weiner: Much of the time it is — if you understand the cultural and social patterns of a country. For example, a major corporation hired an agent of the Baha'i faith to represent it in Iran. The Baha'is are persecuted in Iran so the corporation's trucks were burned and its buildings destroyed. Either the company didn't know the religion of its agent or it didn't adequately assess the consequences.

Q: Many companies work through agents, distributors, or licenses in foreign countries. We have talked to some company representatives who say they get their information from their local distributors.

Weiner: I would ask those companies whether they would go to their plant manager in Kalamazoo, Michigan for information on who is going to win the November election in this country. You know that he thinks he understands the situation, but he understands it only from his own point of view.

Q: How do you get better information?

Weiner: We talk to people in every walk of life. We talk to many people who don't speak English. If you talk only with people who speak English, they are probably the educated elite with their own prejudices. They may want to tell you things are no good no matter what.

Q: But if you use interpreters, how do you know whether the translation is accurate?

Weiner: We're very careful about that. Sometimes the interpreter has read the latest *Time* magazine and you hear what he thinks you expect to hear. There is more art than science here.

Q: What are your sources of foreign information in the U.S.?

Weiner: In the United States, we do thorough literature searches. We call it "reading into" a country. We keep our own files, by clipping and pasteing. We talk to the embassies here, the Population Institute, the Census Bureau. ●

Country Profile
The Republic of Korea

"Made in Korea" stamped on baseball gloves and many other products sold in the United States is a phrase that suggests an abundance of inexpensive labor in the Republic of Korea. However, South Korea is dominated by an increasingly educated and sophisticated youth, a growing middle class, and a potential for rapid growth in consumer demand.

Although the country is not much larger than the state of Indiana, it is home to 37.4 million people according to the Korean census, taken in Novermber 1980. The population grew 19 percent during the decade. Population density is 985 persons per square mile, higher than even Japan or India.

South Korea has one of the most racially homogenous populations in the world. Persons of foreign citizenship accounted for less than one percent of the population in 1980. Government policy encourages emigration as a way to lower unemployment and raise the standard of living.

SOUTH KOREA

Gangweon Do
City of Seoul
Incheon Si
Gyeonggi Do
Chungcheongbug Do
Chungcheongnam Do
Daejeon Si
Gyeongsangbug Do
Daegu Si
Jeonlabug Do
Gyeongsangnam Do
Busan City
Gwangju Si
Jeonlanam Do
Jeju Do
● cities of 500,000+

Because immigration is negligible, the country's population growth stems entirely from natural increase — more births than deaths. Although Korea's rate of natural increase was 1.7 percent in 1981, emigration (a loss of about 32,000 people each year) reduced its annual growth rate to 1.6 percent, compared to about 1 percent for the U.S. At this rate, by the year 2000, South Korea will have about 52 million people, one third more than it does today.

Because Korean fertility has declined from an average 6.28 children born per woman in 1960 to 2.75 today, the country's growth is slowing. The government's goal is to achieve replacement fertility, approximately two births per woman, by 1990. In 1981, the life expectancy of Koreans was estimated by the Census Bureau to be 66 years for men and 71 years for women, a little less than life expectancy in the U.S., because the infant mortality rate is greater than in the U.S.

Age

The Korean age distribution reveals a relatively young population experiencing a fertility decline. The youthfulness is shown in the country's median age, just 22 years in 1981, compared to 30 years in the U.S. The 0-4 age group is smaller than the age groups preceding it because of recent fertility declines. Nevertheless, 45 percent of Koreans are under age 20, compared with 32 percent of Americans.

The population bulges in the 10-14, 15-19, and 20-24 age groups. The nearly 14 million Koreans between the ages of 10 and 24 in 1981 represented more than one-third of the country's population. These are Korea's baby boomers, born after the Korean war in the late 1950s and 1960s. Only 4 percent of Korea's population is 65 or older, compared to 11 percent of the U.S. population.

Households

The 1980 Korean census counted nearly 8 million households, with an average household size of 4.63 people, much larger than the U.S. average of 2.75. But average household size is dropping in Korea because the number of households is increasing faster than the population. Korea's households have increased 36 percent since 1970, compared to a 19 percent population increase. Average household size was 5.4 persons in 1970.

A household in Korea is defined differently than it is in the U.S. The U.S. Census Bureau defines a household as a group of people occupying a housing unit, and a housing unit is a house, an apartment, or a room intended for occupancy as a separate living quarters. In Korea, a household is a group of people living together who make common provisions for food or other living essentials. There are two types of households: ordinary and institutional. An ordinary household contains a group of people who have a relationship to the household head, and includes unrelated people living with a family, and persons living alone. Institutional households contain unrelated people living together — including the population in dormitories, prisons, mental hospitals, and so on. The Korean census counted only 19,000 institutional households (just 0.2 percent of all households) in 1980, containing half a million people.

In the U.S. a housing unit must contain only one household. In Korea a housing unit may contain many households — an apartment building, for example. Korean statistics on housing units should not be used as a proxy for the number of households in the country.

1980 census counted 5.5 million housing units compared to 8 million households. Most housing units — 4.8 million — were detached, single-family homes. There were also over 400,000 apartment buildings (8 percent of all housing units), and 171,000 townhouses (3 percent of all housing units).

Ninety-five percent of apartment housing units and 84 percent of townhouses were located in Korea's cities. In addition, there were 126,000 housing units in permanent buildings not intended for normal occupancy; these contained many of the institutional households.

Household size was largest — 5.02 persons — in Jeonlabug Do (province) where population loss also was greatest during the seventies. The smallest average household sizes were found in Jeju Do, Korea's resort island province, 4.37 persons, and in Seoul and Gyeonggi Do (province), both with 4.47 persons per household. Busan's households averaged 4.5 persons. In Seoul, Busan, and in Korean cities generally, the number of households increased rapidly; in Busan there was a 39 percent rise in the five years between 1975-1980; in Seoul a 34 percent rise, and in all cities a 40 percent increase.

Korean households often contain several generations of people living together, though the trend is toward the nuclear family. The Korean census shows distributions of households by the number of generations living in them. The 1970 census reported, for example, that only 7 percent of "relatives" (or family) households contained a single generation. This proportion was 9 percent for city households. Most Korean households contained two generations — 55 percent contained a married couple and their children and 11 percent contained single-parent families. Of Korean households, 22 percent contained three generations in 1970, usually a married couple, their children, and their parents.

While the results are not yet available from the 1980 census, they will probably show a decline in the proportion of three-generation households, and an increase in the proportion of one-generation households as living arrangements in Korea shift from traditional to modern.

Population Distribution

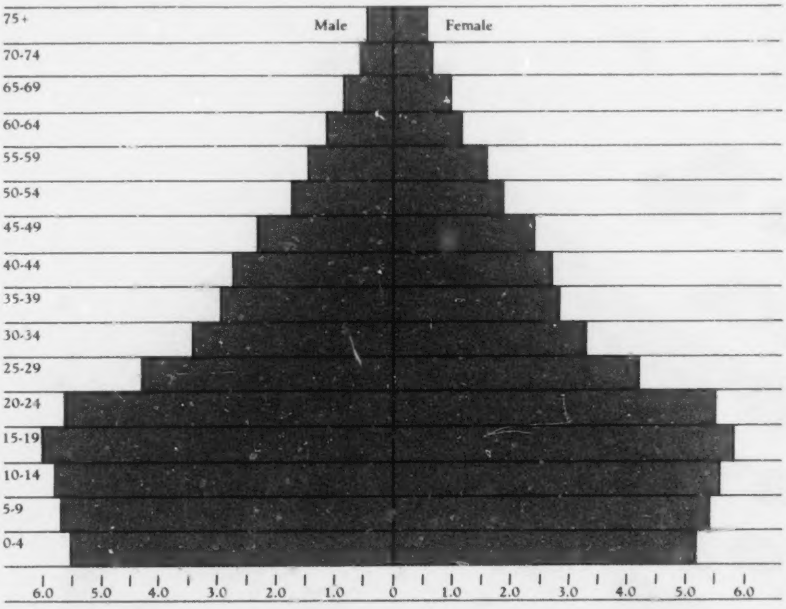
As in many developing countries, one city dominates the entire country. Korea's capital city, Seoul, located close to the North Korean border, contained 22 percent of the population in 1981 (and 23 percent of its households), up from 18 percent in 1970 — reflecting heavy migration to urban areas during the past few decades. In 1949, soon after the Republic of Korea was formed, the city contained only 7 percent of the country's population. Korea's growth has been Seoul's growth.

Four of Korea's provinces lost population during the seventies. They are located in the belt stretching from the northeastern coast,

South Korea's Population by Age and Sex, 1981

in percent

South Korea's age distribution reveals a population that was growing rapidly in the past, but the smaller size of the age groups under 15 are evidence of a fertility decline and slowing population growth.



Population of Korea, by Age and Sex, 1981*

Age	*Total*	*Male*	*Female*
All Ages	40,430,491	20,265,078	20,165,417
0-4	4,310,353	2,208,064	2,102,290
5-9	4,477,971	2,287,155	2,190,816
10-14	4,624,278	2,351,625	2,272,653
15-19	4,772,545	2,423,668	2,348,877
20-24	4,489,772	2,283,709	2,206,063
25-29	3,445,406	1,756,158	1,689,249
30-34	2,718,774	1,382,726	1,336,048
35-39	2,312,765	1,166,749	1,146,016
40-44	2,178,671	1,093,287	1,085,384
45-49	1,878,986	923,124	955,863
50-54	1,454,759	679,338	775,421
55-59	1,223,794	581,891	641,903
60-64	945,566	447,302	498,264
65-69	710,253	323,916	386,338
70-74	481,321	206,998	274,323
75+	405,277	149,368	255,909

**U.S. Census Bureau Estimate*

South Korea: Population and Households

Province	1980 Population	1970 Population	% Change 1970-80	1980 Households
Whole Country	37,448,836	31,435,200	19.1	7,971,147
City of Seoul	8,366,756	5,525,300	51.4	1,836,192
Busan City	3,160,276	1,876,400	68.4	687,370
Gyeonggi Do	4,935,200	3,353,300	47.2	1,083,222
Gangweon Do	1,791,687	1,865,400	−4.0	375,145
Chungcheongbug Do	1,424,243	1,480,300	−3.8	291,057
Chungcheongnam Do	2,955,999	2,858,200	3.4	582,934
Jeonlabug Do	2,287,512	2,431,900	−5.9	451,884
Jeonlanam Do	3,779,475	4,004,800	−5.6	764,720
Gyeongsangbug Do	4,962,375	4,555,900	8.9	1,080,865
Gyeongsangnam Do	3,322,558	3,118,600	6.5	712,479
Jeju Do	462,755	365,100	26.8	105,279

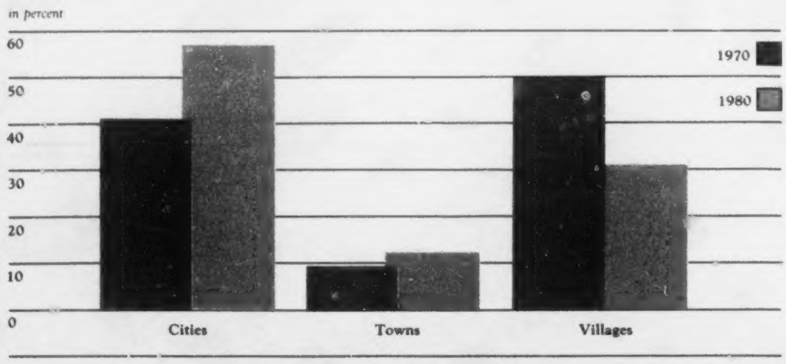
through central Korea, to the southwestern coast of the country. The fastest growing province was Gyeonggi, which surrounds Seoul. Seoul and Busan together accounted for 69 percent of the decade's population growth.

The government has been trying to discourage migration to Seoul. Its Capitol Region Population Redistribution Plan, 1977-1986, proposed to limit Seoul's population to 8 million in 1981, with a decline to 7 million by 1986, through a voluntary program of regional and rural development — extending communication, transportation, educational and cultural activities into the more remote areas of the country. The government's efforts to extend urban amenities into the rural areas of the country, in addition to its agricultural pricing policies, have helped to eliminate rural-urban income inequalities. But Seoul's population has continued to grow, reaching 8.4 million by 1980.

The Korean government is considering constructing a new administrative capitol to reduce the migration pressure in Seoul, and to remove the nation's vital functions away from the North Korean border.

South Korea had 32 cities with populations over 100,000 in 1980, and it had six cities with populations over 500,000. Busan, the second largest city, had a population of 3.2 million in 1980. Busan grew faster than Seoul in the 1970s, and increased its share of the total population from 6 to 8 percent. Daegu, the third largest city, with 1.6 million residents, is located about 60 miles inland from coastal Busan. Other cities with more than half a million residents are Incheon (1.1 million), a coastal city close to Seoul, Gwangju (728,000), in southwestern Korea, and Daejeon (652,000), in the central-western part of the country. Busan is the country's major port, while Incheon is the port of Seoul.

Population Distribution in South Korea by Locality, 1970-1980



Defining Cities

In South Korea, a city (Si) is defined as a place with a population of 50,000 or more. Fifty-seven percent of Korea's population and 59 percent of its households are located in cities; in 1970 just 41 percent of the population lived in cities. City populations increased 66 percent during the 70s, and 28 percent in the last half of the decade, while city households and housing units increased 40 percent.

Korea's cities are not sterotypic of the Third World, teeming with a poor population. "The bulk of the relatively poor in Korea's urban population could pay for much better services than those currently available," wrote George Beier, an economist at the World Bank, in a 1976 Population Reference Bureau publication, *Can Third World Cities Cope?* The problem, Beier notes, was organizational with government emphasis on development in areas other than the provision of consumer goods and services. But this emphasis is changing as consumer demand grows.

Korea's towns (Eub) — places having 20,000 to 50,000 residents — grew 59 percent during the 1970s, nearly as rapidly as the cities. The 4.5 million inhabitants of Korean towns in 1980 represented only 12 percent of the country's population, however. Households in Korean towns numbered 937,000 in 1980, an increase of 32 percent since 1975.

The rural areas of Korea, called Myeon — something like a U.S. village — contained 31 percent of the country's population in 1980. In 1970, the Myeon population represented 50 percent of the South Korean population, showing just how rapidly the country is urbanizing. These villages lost 27 percent of their population in the 1970s, dropping from 15.7 million to 11.5 million. The number of households in the villages declined 9 percent in the last half of the seventies alone as rural Koreans moved to the towns and cities. Because people aged 14-35 are most likely to move, village populations are aging rapidly as they lose their young adults, while city populations are relatively younger.

Communications

Because Korea is urbanizing so quickly, its communications systems are expanding rapidly. Newspapers are one of the most important media in the country. More than 90 percent of the population is literate, and the country has over two dozen daily newspapers, half located in Seoul (two are English-language newspapers). All Seoul newspapers circulate nationally.

Radio also is an important source of information and should be considered in planning advertising campaigns. Over 12 million radios were in operation in 1980, up from only 4 million in 1970. More than 6 million television sets were in use in the country as well. Telephones are not as widely available. There were only 2.9 million in 1980. Public transportation is used by Koreans much more heavily than in the U.S. because car ownership is uncommon — there are only an average of 3 passenger cars per 1000 people.

School enrollment in Korea is compulsory through the sixth grade. More than 90 percent of adults aged 15-34 have completed primary school, and more than half have completed middle school, equivalent to junior high school in the U.S. By law girls attend elementary school, but the percentage of female students begins to drop off at the secondary level. Vocational schooling is important; 16 percent of secondary-level enrollment can be accounted for by vocational students. College students numbered more than 300,000 in 1976; 27 percent of college students were women.

English is taught in all secondary schools, and many Koreans understand the language. One U.S. government marketing publication tells American exporters, "Catalogs, promotional literature, and instructions are acceptable in English." Koreans in their late 40's and older who were educated during the Japanese Occupation, which ended in 1945, also know Japanese. They may decline to speak it, however.

The Labor Force

Korea's occupational structure is changing rapidly as the society shifts from an agricultural base to a manufacturing and service-based society.

In 1980, the labor force numbered 14.5 million, with 57 percent of the population aged 14 and over economically active. Over 4 million people were employed in agriculture and forestry, accounting for about 34 percent of the labor force, compared to only 3 percent of the U.S. labor force employed in these occupations. Since 1975, the proportion of the Korean labor force in agriculture has declined rapidly, from 46 percent to 34 percent.

Korean women comprise 38 percent of the labor force, and 42 percent of all Korean women work, compared to 51 percent of U.S. women. In 1980, 38 percent of women workers in Korea were employed in agriculture, a sharp decline from the 59 percent in 1975. The second largest occupational group for women was production work, employing 21 percent of women in 1980, up from 16 percent in 1975.

Labor force participation rates for older Korean women, aged 40-54, were the highest among all age groups, close to 60 percent in 1975. For women 25-29, labor force participation was 36 percent, the lowest of any adult age group. This pattern stands in contrast to the U.S., where the highest labor force participation rates for women are in the 20-24 and 25-29 age groups.
groups.

The Korean work force is still dominated by agricultural and blue-collar occupations. Manufacturing and agriculture together account for over 60 percent of all employment. The majority of Korean workers aged 50 and older worked in agriculture in 1980. Sales work employs about 14 percent of the work force; clerical work employs 9 percent; professional, technical, and managerial jobs account for only 5 percent, compared to 27 percent in the U.S.

In part because of the large proportion of the population working in agriculture, many Koreans are self-employed — fully 34 percent of the work force in 1980. Another 19 percent were helping out in the family business. A growing proportion of the work force — 30 percent in 1980 — were regular wage and salary employees. Regular employees numbered 4.2 million in 1980.

Spending Patterns

Korea's income distribution is relatively balanced compared to many developing countries, and is similar to the U.S. The lowest 20 percent of the population received about 6 percent of the income, according to data from the mid-1970s, compared with a 5 percent share in the U.S.; the highest 5 percent of the population received 16 percent of the income, compared with a 13 percent share in the U.S.

Because fringe benefits to Korean workers are often large, average monthly income statistics may understate the amount of income workers receive. In late 1980, regular employees averaged $259 per month. (Workers earned 171,000 won; at that time the U.S. dollar was equivalent to about 660 won.)

The average city household in Korea had 1.2 earners in 1980, with an average income of approximately $330 (218,000 won) per month. For city households headed by wage and salary workers, monthly income averaged about $430 (284,000 won). In these households, the head

Korean Labor Force,* by Occupation and Sex

Occupation	*Number*		*% Female*	
	1975	*1980*	*1975*	*1980*
Professional, technical, administrative, managerial	417,000	730,000	20.9	25.3
Clerical	747,000	1,266,000	20.9	32.7
Sales	1,525,000	1,983,000	40.7	43.7
Service	847,000	1,085,000	57.4	58.2
Agriculture, forestry, fishing, hunting	5,446,000	4,652,000	41.4	43.8
Production workers, equipment operators, and laborers	2,848,000	3,990,000	25.8	27.8
Total	11,830,000	13,706,000	36.7	38.3

Does not include unclassified workers.

earned about 70 percent of the household's wage and salary income, while other family members earned just 8 percent.

Of the consumption expenditures of city households, 37 percent went towards food in 1980. (In the U.S., food costs amount to less than one-fifth of median family income). Only about 4 percent of the money Koreans spent on food went for meals outside the home, but that was an increase from less than 2 percent in 1971. Housing accounted for 25 percent of monthly expenditures. City households allotted 15 percent of their expenditures to clothing, education, and recreation.

The distribution of consumption expenditures varies little from city to city. In Seoul, housing costs are slightly higher, accounting for 28 percent of expenditures, and food cost are a little less, representing 35 percent.

Nearly half of Korean food expenditures are for grain products. Koreans buy 20 times more rice per capita than do Americans, and 3 times as much pasta. They also spend twice as much on clothing materials, 8 times more for rail, and 3 times more for bus transportation. Koreans also spend 40 percent more per capita in beauty and barber shops. They spend 50 to 75 percent as much per capita as Americans on fish, fresh vegetables, children's shoes, men's and boy's underwear, and heating appliances. Koreans spend little compared to Americans on prepared foods, ready-made clothing, cooking and cleaning appliances. However, as the labor force modernizes, with greater numbers of workers becoming regular employees in nonagricultural occupations, there could be growing demand for household products.

Sources of Information

Korea's demographics are changing so rapidly that statistics are nearly out of date by the time they are printed. The National Bureau of Statistics, a part of the Economic Planning Board, is the South Korean statistical organization, similar to our Census Bureau. The Economic Planning Board publishes the Korean censuses, taken in years ending in 0 and 5, as well as the annual *Statistical Handbook of Korea* and the *Monthly Statistics of Korea.* To order census or other government publications, write The Government Publication Center, Jung Gu, 1 Ga Taepyeong Ro, Seoul, Republic of Korea.

The U.S. Census Bureau produces annual estimates of the population of South Korea by age and sex. The Bureau receives the Korean census reports and other government publications. For more information on South Korean demographics, call Martha Bargar or Peter Way, telephone (301) 763-2834.

For information on exporting to South Korea, contact Kent Stauffer in the International Trade Administration of the Department of Commerce, telephone (301) 377-4390. The International Trade Administration produces a variety of publications on exporting, such as "Marketing in Korea". Single copies of the catalog, "Publications for Business from ITA", are available free from the Publication Sales Branch, Room 1617, U.S. Dept. of Commerce, Washington, DC 20402. Telephone (301) 377-5494. •

—Cheryl Russell

When in Korea, Consider the Japanese

Korea's long and thorny relationship with Japan is less understood than it should be by those who have business or other interests there.

Korea suffered through Japanese pirates in the 7th and 8th centuries, pillaging of its villages and cultural treasures in the 16th century, and occupation by Japanese forces from 1910 to 1945.

Indeed, Admiral Yi Sun Shin, inventor of the armoured turtle boat that was instrumental in defeating Japanese forces in a massive naval battle off the Korean coast, is a cultural hero. Lest anyone forget, the Korean pavilion at the mid-60s Osaka World Trade Fair was designed as a turtle boat.

Japan is Korea's most challenging trade rival for the U.S. and Southeast Asian markets. Korean marketing strategy is designed to penetrate the Japanese market share. Like the U.S., Korea has struggled during the last decade to improve its balance of trade position with Japan, although to little avail.

In competing against U.S. companies for the Korean market in consumer products, electronics, machinery, and semi-finished goods, Japan has had substantial success, despite lingering Korean resentment. The Japanese success underscores the importance of three factors in marketing in Korea:

—the use of personal relations to present products and secure their sale

—the ability to provide prompt, reliable service on products that are sold

—the willingness to extend purchase credit without bank guarantees.

American products have an established reputation for quality, and are greatly favored in all sectors of the Korean market from heavy machinery to consumer products. The Korean consumer, moreover, will buy the highest affordable quality — whether the purchase is personal or corporate.

Gift items especially are chosen with great care. A wedding gift of an inexpensive toaster is much less satisfactory even if it does carry an American brand name, than the top of the line model.

Marketing strategy should always emphasize the quality aspects of a product. If that quality is perceived, the Korean buyer will find a way to afford it.

—David McCann, Partner
Ithaca International Limited
P.O. Box 2687
East Hill Branch
Ithaca, NY 14850

Census Update

Mexican Background

The U.S. Census Bureau has received one preliminary volume on the 1980 Mexican census, but the final volumes probably will not be available before the end of this year.

The volume now out includes state data on such subjects as age, sex, fertility, the economically active population, and education. Some household data appears for the entire country including such things as the number of homes that are served by electricity.

A recent book by Francisco Alba, *The Population of Mexico: Trends, Issues, and Policies* (New Brunswick: Transaction Books, 1981) will provide background when the Mexican census is released.

Taking into account the government's 1974 population policy, which is beginning to show success in limiting population growth, Alba estimates that Mexico may be able to limit its growth to 100 million by the year 2000 rather than the 130 to 135 million that was estimated previously on the basis of growth rates prior to the 1970s.

Understanding inadequacies in earlier data will be helpful in analyzing the 1980 data.

The address for Transaction Books is Rutgers—The State University. New Brunswick, NJ 08903. Cost of *The Population of Mexico* is $15.95 in hardcover.

Soviet Census

The U.S. Census Bureau may be struggling to keep its schedule for the 1980 census products, but the Soviet Union is only now releasing information from its January, 1979 census.

According to Rebecca Strode, who does Soviet demographic analysis for the Hudson Institute, the information that is available from the Soviet census is inferior to the U.S. census in its methods and comprehensiveness.

She writes in the *Hudson Communique* that although the First Deputy Director of the U.S.S.R. Central Statistical Administration recently told the U.S. Census Bureau that Soviet procedures assure complete enumeration of the population, "coverage is measured through a post-enumeration survey of 25 percent of urban dwellings and of all dwellings in 25 percent of rural sections."

Censal periods are apparently chosen arbitrarily, perhaps in a deliberate attempt to obscure information, Strode says.

"While a census is taken in the United States every 10 years, Soviet censuses have taken place at highly uneven intervals, occurring in 1920, 1923, 1926, 1959, 1970, and 1979. To complicate matters further, age groupings in the published data often vary between and within particular censuses; this sometimes leads to insurmountable problems of comparability of data," Strode explains.

Strode says that as far as is known the Soviet Union uses no long form of the census questionnaire — enumeration is done face to face on a single day with census takers riding the rails and airplanes to count travelers away from home on census day.

The Soviet census covers only these categories, according to Strode: age, sex, ethnicity, marital status, educational achievement, linguistic capability, occupation, and migration. It provides no data on income, housing, living standards, or employment status.

Exports Mean Jobs

Export-related jobs constituted 5 percent of the nation's total work force in 1980, according to a recently released report of the U.S. Census Bureau.

There were 4.8 million jobs associated with the manufacture of export of manufactured goods in the United States in 1980 — 1.5 million higher than in 1977.

California leads the states with the largest number of export-related jobs, 518,000. New York was second

continued on page 11

Recent Censuses

The following countries took censuses in 1980 or were scheduled to take them in 1981 or in 1982.

1980

American Somoa
Argentina
Bahamas, The
Barbados
Belize
Bermuda
Brazil
British Virgin Islands
Cape Verde
China, Taiwan
Colombia
Comoros
Czechoslovakia
Gabon
Guam
Guyana
Hungary
Indonesia
Japan
Kuwait
Malaysia
Malta
Mexico
Montserrat
Mozambique
Norway
Pacific Islands
Panama
Papua New Guinea
Philippines
Puerto Rico
Republic of Korea
Saint Christopher
Saint Lucia
Saint Vincent
Sao Tome & Principe
Singapore
South Africa
Spain
Sweden
Switzerland
Thailand
Trinidad & Tobago
Turkey
Turks & Caicos Islands
Uganda
United Arab Emirates
United States
Virgin Islands
Zambia

1981

Antiqua
Australia
Austria
Bahrain
Bangladesh
Belgium
Botswana
Brunei
Canada
Channel Islands
Cuba
Dominica
Dominican Republic
French Guinea
Germany, East
Germany, West
Greece
Grenada
Guadeloupe
Guinea
Hong Kong
India
Italy
Isle of Man
Martinique
Nepal
Netherlands Antilles
New Zealand
Pakistan
Peru
Portugal
Sri Lanka
Syria
Togo
United Kingdom
Venezuela
Yugoslavia

1982

Chile
China, Mainland
Ghana
Honduras
Israel
Jamaica
Mauritius
Morocco
Nicaragua
Paraguay
Sudan
Zaire

Sources

The U.S. Census Bureau's International Connection

Do you need to know how many people in Trinidad are under age 35, the percentage of the population between the ages of 25 and 29 in Mexico, or the number of elderly in Turkey? The U.S. Census Bureau's international division can tell you.

Relatively unknown to the public compared to its domestic activities, the Census Bureau has three divisions that work on international statistics: The International Statistical Programs Center, the Foreign Demographic Analysis Division, and the International Demographic Data Center. Two years ago the Bureau created the position of Assistant Director for International Programs.

The International Statistical Programs Center, which has least contact with the general public, is the unit responsible for the bureau's fine long-standing relationship with statistical units of foreign countries.

Since its training program began in the 1940's, the center has trained more than 4,000 statisticians and computer specialists from nearly 100 countries. Some graduates have become directors of their countries' statistical offices.

Public Sources

The two units most likely to have information needed for business purposes are the Foreign Demographic Analysis Division (FDAD) and the International Demographic Data Center (IDDC). Sam Baum is chief of these two units.

FDAD tracks population information in the U.S.S.R., Eastern Europe, and China as well as collecting information on Western Europe and Japan. IDDC focuses on the developing countries of Asia, Africa, and Latin America.

Because most developed countries have advanced statistical systems of their own, the Census Bureau collects their data but rarely provides the same depth of analysis that it does for developing countries.

For developing countries, the analysts at the bureau not only compile data, but also review, evaluate, and adjust the statistics to provide as complete and consistent data as possible.

Principal sources for the bureau's international statistics are population censuses, surveys, and vital registration systems conducted in the countries.

Problems are inherent in any system that depends on the cooperation of other countries, although the bureau has remained remarkably free from politics in its international dealings.

What information does come to the bureau is maintained in several places. Specialists assigned to monitor specific countries keep "country notebooks" that often catalog more information than is available in the library. A Demographics Data Retrieval System contains individual data tables classified by subject, country, and year to provide easy reference for people working at the bureau.

Obtaining Information

The best way to obtain information on a specific country is to call the bureau and ask for the specialist assigned to that country. Because each specialist monitors several countries, it is not always possible to get an instant answer to a question, but you will find the country experts to be as helpful as they can be.

While some countries have statistical systems that pump out monthly updates of population, others have never conducted a population census. In some cases, countries that conducted censuses in 1976 or 1977 have not yet published any data. While the bureau expert may be able to give you basic population information, don't expect the same level of data from every country. Don't assume that because a country conducted a census in 1980, or even 1979, current data is available. Remember data from the U.S. census is just beginning to become available.

Call the following for country information: China, John Aird, (301) 763-4010; Europe and U.S.S.R, Godfrey Baldwin, (301) 763-4010; Asia and Oceania, Ellen Jamison, (301) 763-2870; Latin America and Africa, Sylvia Quick, (301) 763-2870. Other questions can be directed to Sam Baum at (301) 763-2870.

Publications

Because of limits on time and money, the bureau publishes very little of the information it has on the international level.

One publication, *World Population*, issued every two years, contains demographic information for for every country in the world, and summaries by geographic region. The contents include a series of total population estimates and growth rates from 1950 to the present, crude birth and death rates, and other benchmark data such as life expectancy at birth, infant mortality rate, percent of population under age 15, median age of mother, median birth order, percent urban, and percent of labor force in agriculture. A brief description of sources and derivation of data is included.

A series of booklets — *Country Demographic Profiles* — presents more detailed data on one country at a time. Titles in 1980 included Morocco, Pakistan, and Turkey. Botswana was compiled in 1981, but will be revised later this year. Liberia is due off the press soon and Bangladesh is in the works. There are no more country profiles scheduled at this time because the bureau has plans for a more detailed series. •

Census Update / *cont. from p. 9*

with 377,000, followed by Ohio, 299,000; Illinois, 286,000; and Pennsylvania, 285,000.

Although California led in the number of jobs related to exports, they accounted for only 5.1 percent of the state's civilian employment. Rhode Island and Connecticut led with 7.5 and 7.2 percent, respectively, of their civilian employment involved directly or indirectly in the export of manufactured goods in 1980. Other states with high employment rates were Washington, 6.7 percent; Ohio, 6.6; Michigan, 6.6; Indiana, 6.3; North Carolina 6.1 percent; and Massachusetts, 6.0 percent.

The total value of shipments, direct export shipments, and employment data for manufacturers producing the exported products were based on data collected as part of the Census Bureau's Annual Survey of Manufactures.

The report, "Origin of Exports of Manufactured Products," can be purchased from Data User Services Division, Customer Services (publications), Bureau of the Census, Washington, DC 20233. (301) 763-4100. •

Around the World / *cont. from p. 2*

The Aging World

The world is gaining older people rapidly. Increasing longevity will be responsible for large gains in the number of people, age 80 and older worldwide. In Latin America, the 80-and-over population should grow 215 percent between 1970 and 2000; in East Asia, 176 percent: in South Asia, 134 percent; in Africa, 112 percent; and in North America, 96 percent.

Despite cultural differences, all societies determine the welfare of their elderly by the contributions they make and by the way the society accepts them as part of the family structure.

In the Soviet Union, for example, respect for old age persists as a cultural value, but the elderly are also welcome in their children's homes because they make an economic contribution through their small pensions and by the housekeeping and babysitting services they provide.

Source: *Other Ways of Growing Old*, by Pamela Amoss and Stevan Harrell, Stanford Univesity Press, 1982, Stanford, CA 94305, (415) 497-9434.

Chinese Psychographics

To market successfully in China, an advertiser must understand Chinese traditions and superstitions.

A Chinese person buys underwear not only to keep warm but to be happy as well. An underwear manufacturer, therefore, might wish to call his product Five Happiness underpants, using five bats for a trademark, because bats in Chinese mythology signify happiness.

Choice of color is important too. White, black, and royal blue represent death. Don't ever dress an actor in a commercial in white, because Chinese mourners wear white at funerals. If you want to signify wealth and health, red and yellow are the colors to choose.

Source: *Advertising Age*, 740 Rush Street, Chicago, IL 60611. •

Publications

The Demographic State of the World, by Nathan Keyfitz, W. Parker Mauldin, William Petersen, Samuel H. Preston, and Ronald Ridker in *Outlook for Science and Technology: The Next Five Years*, San Francisco, W. H. Freeman and Company, 1982. pp. 25-68.

This chapter, in a book produced by the National Research Council, attempts to integrate population growth with technical and economic change and predict what the world may look like in the next five years.

"No one studying population should forget that technological advances could overcome all of the concerns about a population growing from 4 to 9 and perhaps to 12 billion . . ." the authors state, but add, "The disappointments of the last decade have demonstrated the inadvisability of counting on technical leaps . . . To have faith in science and technology, and to pursue promising leads that would relieve shortages of energy and materials and enable larger populations to live better is one thing; to count on near miracles that would solve the population problem at one stroke is quite another."

Population problems differ depending on the individual country and there is a great deal of "if only" in trying to determine how future population trends will affect us all.

The authors write, "If the poorest countries would show as high rates of economic advance as Japan and Korea have done, they would quickly approach their demographic transition. If there were no national restrictions on trade, then even at the present time food is adequate for all. If the Javanese would only eat corn rather than rice, they would get enough carbohydrate an acre; if they could attain the yields of Japan or Iowa, they could eat plenty of whatever they want."

But they recognize these things will not happen overnight.

"The question is not whether such things can be done, but whether they can be done at a rate that will keep up with population, and provide the minimum increase in welfare that is expected. On the population side there will be stability sooner or later; on the resources side, technology will produce plenty, sooner or later. The question is whether technical improvements can occur at a pace that will bridge the time to this balanced condition."

Freebies Fade. The World Bank is now selling many publications that it previously distributed free. In addition, the cost of postage and handling charges for free publications has been increased to $1.

The 1982 catalog of World Bank publications, including information about placing standing orders for some of its publications, is available by writing to: Publications Department, 1818 H Street NW, Washington, DC 20344. •

The Ten Million Club

Fifty-six countries have a population of 10 million or more, at latest count. Their combined population is 4.2 billion, 92 percent of the total world population.

Of the 56, the United Nations considers 18 to be "developed market economies." Only one African country, South Africa, and one Asian country, Japan, fall into the developed category. No Latin American countries are on the list, while all the nations of Western Europe are, plus the U.S.S.R., Australia, Canada and the United States.

Large size is about the only thing some countries have in common. The two Germanys and the United Kingdom had the lowest 1981 average annual growth rates, only 0.1 percent, while Kenya grew 4.1 percent. Kenya is growing so fast because its fertility rates are extremely high. At current rates the average Kenyan woman will have 7 children. Algeria's total fertility rate is also 7. Indeed, only three African countries — Egypt, South Africa, and Zaire — have total fertility rates under 6.

Total fertility rates in Asia range from a low of 1.8 in Japan to a high of 6.7 in Afghanistan and Iraq. China, South Korea, and Taiwan have rates under 3.

In Latin America, fertility ranges from a low of 2.8 in Argentina to 6.1 in Mexico. (Mexico's rate is declining, however.) The highest total fertility rate among the developed countries is 4.9 in South Africa, followed by 2.5 in Romania and 2.4 in Spain and the U.S.S.R.

The number of people who work in agriculture is one clue to how far a country has moved toward a consumer economy. Most African countries, for example, have 50 to 80 percent of their labor force working in agriculture, with only Algeria, Egypt, and South Africa under 50 percent.

Urbanization is another important characteristic. The percentage of the population who live in urban areas in the 56 countries ranges from a low of 5 percent in Nepal and 9 percent in Mozambique to a high of 91 percent in the United Kingdom and 89 percent in Australia. ●

Countries With a Population of 10 Million or More, by Region

Country	*1981 Population (in 000's)*	*Rank*	*Average Annual Growth Rate, 1981*	*Total Fertility Rate †*	*Labor Force in Ag (%)*	*Urban (%)*	*Last Census*
Africa							
Algeria	19,422	35	3.1	7.1	31	61	1977
Egypt	43,437	20	3.0	4.7	49	45	1976
Ethiopia	29,994	26	2.7	6.7	81	15	**
Ghana	12,531	53	3.2	6.5	54	36	1970**
Kenya	17,116	42	4.1	7.0	79	14	1979
Morocco	21,590	34	2.9	6.4	53	41	1971**
Mozambique	12,356	54	2.8	6.1	73	9	1980
Nigeria	79,682	10	3.3	6.9	56	20	1963
South Africa*	29,313	28	2.4	4.9	30	50	1980
Sudan	19,312	36	3.0	6.5	71	25	1973**
Tanzania	19,233	37	3.2	6.5	84	38	1978
Uganda	13,222	52	3.2	6.1	84	12	1980
Zaire	29,441	27	2.8	5.9	76	40	**
Asia							
Afghanistan	15,113	47	2.7	6.7	80	15	1979
Bangladesh	90,680	8	2.6	6.3	78	11	1980
Burma	35,289	25	2.5	5.3	55	27	1973
China	1,041,532	1	1.4	2.5	63	25	**
India	707,836	2	2.2	4.8	72	22	1981
Indonesia	154,339	5	2.1	4.5	60	20	1980
Iran	39,958	22	3.1	5.9	34	50	1976
Iraq	13,575	51	3.3	6.7	43	72	1977
Japan*	117,711	7	0.7	1.8	9	78	1980
Korea, Dem. People's Rep.	18,317	38	2.4	4.0	51	60	N.A.
Korea, Republic of	40,430	21	1.6	2.9	34	55	1980
Malaysia	14,330	49	2.3	4.3	44	29	1980
Nepal	15,338	44	2.4	6.2	90	5	1981
Pakistan	90,439	9	3.2	6.6	58	28	1981
Philippines	50,310	17	2.5	5.2	51	36	1980
Sri Lanka	15,172	46	1.9	3.1	49	27	1981
Taiwan	18,125	39	1.8	2.5	30	66	1980
Thailand	48,787	18	2.2	4.9	67	14	1980
Turkey	46,673	19	2.3	4.5	62	47	1980
Vietnam	55,053	15	2.5	5.5	70	23	1979
North America							
Canada*	24,190	31	1.0	1.8	5	80	1981
United States*	230,049	4	1.0	1.9	3	74	1980
Latin America							
Argentina	28,130	29	1.6	2.8	14	82	1980
Brazil	124,815	6	2.3	4.6	42	65	1980
Chile	11,162	55	1.4	2.9	21	81	1970**
Colombia	25,217	30	1.6	4.1	31	70	1973
Mexico	69,608	11	2.5	6.1	34	67	1980
Peru	18,119	40	2.8	5.2	40	67	1981
Venezuela	17,913	41	3.6	4.5	21	83	1981
Europe							
Czechoslovakia*	15,312	45	0.4	2.4	13	63	1980
France*	53,945	16	0.4	1.9	8	78	1975
Germany, Dem. Rep. of*	16,771	43	0.1	1.8	11	77	1981
Germany, Fed. Rep. of*	61,760	12	0.1	1.4	6	85	1981
Hungary*	10,738	56	0.2	2.2	20	54	1980
Italy*	57,173	13	0.2	1.9	13	69	1981
Netherlands*	14,253	50	0.7	1.6	6	76	1971
Poland*	35,925	24	1.0	2.3	27	57	1978
Romania*	22,381	33	0.7	2.5	31	48	1977
Spain*	37,711	23	0.8	2.4	17	74	1980
United Kingdom*	56,020	14	0.1	1.7	2	91	1981
Yugoslavia*	22,545	32	0.8	2.2	42	42	1981
U.S.S.R.*	267,735	3	0.8	2.4	23	65	1979
Oceania							
Australia*	14,817	48	1.4	2.0	6	89	1981

**Developed Countries* ***Scheduled for 1982.*

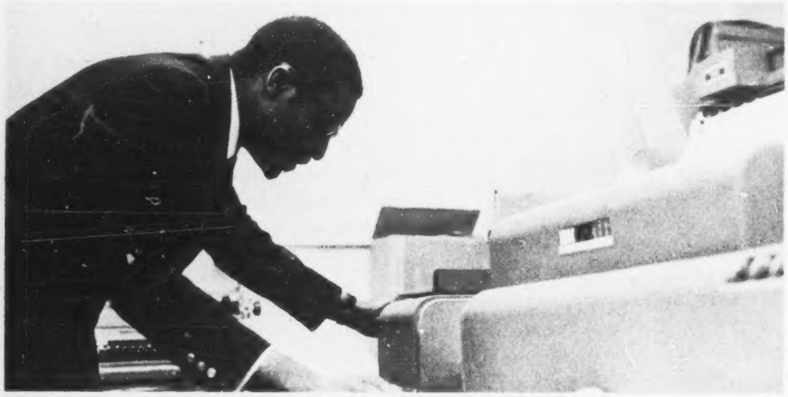
Sources: 1981 Population, U.S. Census Bureau estimate; Rank, U.S. Census Bureau; Average Annual Growth Rate, U.S. Census Bureau and United Nations estimates; Total Fertility Rate, United Nations estimate for 1980-1985; Labor Force in Agriculture, World Bank and U.S. Census Bureau estimates for mid-1970s; Urban, UN estimate for 1980.

† The total fertility rate is the average number of children a woman would have in her lifetime if she followed the age-specific fertility rates of a given year.

C0200-1

INTERNATIONAL DEMOGRAPHICS™

Vol. 1, No. 2 May 1982



Where the Census Bureau Goes, Business Follows

Whenever a developing country's statistical offices uses Census Bureau software successfully, it opens up a giant market for other computer products.

More United States companies should take advantage of that market, says Robert Bartram, newly-appointed assistant director for international programs at the Census Bureau.

Through its International Statistical Programs Center, the Census Bureau has developed software that will process survey and census data on almost any computer.

The software was originally designed to help developing countries that run short of money allocated for a census before processing all the data. Software, of course, does not work without a computer, so computer companies have an opportunity to get known in a country. Census Bureau personnel do not advise countries on the brand of computer to buy, but they do specify the size and type that will be needed to do the job. It is up to computer company sales personnel to try to meet the needs.

"In Argentina," Bartram explains, "our statistical software was installed with an IBM computer to process the 1980 population census. It was the fastest, best compilation of data they ever had. Now there are 22 provinces, and many government officials outside the statistical office, who want their own IBM computers and Census Bureau software. It could have been any one of several brands of computer that made it work."

Each year, between 150 and 200 technicians and statisticians from developing countries pay tuition at the bureau for training. In addition, bureau employees travel to developing countries to provide technical assistance in installing the software or ironing out trouble spots.

"If the foreign statisticians work on a specific brand of computer while they are here, that is the kind they will recommend to their own offices when they go home," Bartram said. "It's a tremendous opportunity for high technology companies to get foreign attention at an early stage."

While Bartram would like to see more cooperation between computer companies and the bureau, he admits that the federal government, despite its best intentions, is not always receptive.

"The stated policy is to bring public and private together, but the Census Bureau does not have much experience yet in making that work.

Continued

Inside

Women are a growing market throughout the world, but what do the numbers mean? 3

Brazil, a country of wide variations, is the largest Latin American market 4

Sources: The OECD and European Community keep you in touch with European numbers 12

We are just beginning to learn how to share expenses with the private sector, for example."

In contrast, the Japanese government is informally offering Latin American companies free computers for use in government functions. And, the French, in an effort to improve their position in the computer market, recently announced creation of a center for hardware and software development.

"One of the ways the French bought instant credibility," Bartram explained, "was to hire American experts."

"The Japanese and French are out to make a name for themselves," Bartram said. "The Japanese recognize that the developing countries are a huge market, and that when the government successfully uses computers, they will create a demand throughout a country."

•

Around the World

Inside Japanese Kitchens

Japanese housewives, accustomed to tiny kitchens in tiny houses, are discovering Western-style cabinets and countertops.

Some 45 Japanese companies are trying to tap the potential market, estimated to be about $255 million this year alone.

Affluent Japanese have been buying European-made kitchen systems with coordinated cabinets and countertops since the mid-1970s, but Japanese manufacturers have now pushed the import share below 25 percent.

Some observers believe the Japanese copies of Western-style kitchens are not exactly what the country needs. For one thing, they are too big; for another, they are expensive.

Matshushita Electric Industrial Co. officials say they modify their kitchen systems to accommodate the needs of Japanese housewives, who splash more water than their Western counterparts and have a daily fight against cockroaches.

Manufacturers in Japan are beginning to export kitchens to other Asian countries, believing the trend in the region is toward Westernized kitchens.

Source: *The Asian Wall Street Weekly*, March 8, 1982, 22 Cortlandt Street, New York, NY 10007, (212) 285-5000. $96 a year.

Cambodia's Baby Boom

Cambodia is having a baby boom. After a decade of dramatic population loss because of civil war and emigration, government officials believe today's birthrate will replace the estimated 2 million people lost.

By 1983, the population of Cambodia could reach 7 million, its pre-civil war level. The government is advising mothers to have "not more than 10 children," and not to bear children if they are old or ill. Foreign aid workers warn that the rapid population increase will strain food production, health, and school facilities.

Source: *Far Eastern Economic Review*, Feb. 12, 1982, GPO Box 160, Hong Kong. $66 a year.

Placing Foreign Ads

A lack of information about who is reading foreign business publications makes advertising placement abroad particularly challenging for managers used to working in the United States market.

A survey of international industrial advertising managers by Kent State Professor John K. Ryans, Jr., found that most relied on inquiries, sales data, or experience in deciding where to place ads because little high quality foreign industrial advertising research is available.

The biggest problems in trying to conduct advertising effectiveness studies mentioned by the survey respondents were:

—"Uniqueness of individual countries.

—"Bad mail lists, language problems, poor mail service, difficulty of identifying markets.

—"The ability to get a customer directly. It is almost impossible.

—"Coordinating with subsidiaries, lack of sophistication in advertising research.

—"Cost; very costly to do on a country-to-country basis.

—"Lack of singular source with which we feel comfortable."

Ryans' survey is apparently one of the first to ask about advertising research and effectiveness measures. He suggests that more research is needed before solutions can be found.

Source: *Industrial Marketing*, December 1981, 220 E. 42nd Street, New York, NY 10017, (212) 210-0100. $20 a year.

U-Turn in Japan

Japanese migration to giant urban areas appears to have peaked, and an increase in migration out of metropolitan areas to smaller cities and towns has begun.

Many outmigrants are returning to their hometowns, in effect making a "U-turn," a U.N. report says. Others are going to medium or small cities instead of large cities.

Younger, more highly educated people are among the U-turn migrants and they are expected to contribute to the economic development of their hometowns.

The 1980 census reveals that the proportion of higher educated people in the Tokyo and Osaka metropolitan areas decreased compared with 1975, from 40 to 37 percent. Smaller cities and towns that once were losing highly educated people, are showing an increase.

Source: *Populi*, Vol. 8, No. 3, 1981, United Nations Fund for Population Activities, 220 East 42nd St., New York, NY 10017.

•

INTERNATIONAL DEMOGRAPHICS

Publisher: Peter Francese
Executive Editor: Bryant Robey
Editor: Doris Walsh
Research Director: Cheryl Russell

International Demographics (ISSN 0731-5414) is published monthly by American Demographics, Inc., P.O. Box 68, Ithaca, N.Y. 14850. Telephone (607)273-6343.
© 1982 by American Demographics, Inc. All rights reserved.
Subscription rate: $148 a year.

The Status of Women

Can the status of women in a country, as defined by demographics, act as a key indicator for business opportunities? Many people wish that were the case, and on the surface it is. But researchers who work closely with demographics about women warn against using them as anything more than what they are — numbers that indicate what women in a particular country are doing about working, bearing children, and receiving education.

Interest in statistics about women has grown since the 1975 International Women's Year of the United Nations, when the U.N. Economic and Social Department released a report that made some observations about the status of women and family planning, but also noted that concrete information about women was either scarce or non-existent.

The report noted several problems with measuring the status of women.

—There were wide discrepancies between what the law said about the rights of women and what their rights were in practice.

—According to the report, "the absolute condition of women as measured in such terms as life expectancy, years of formal schooling, labor force participation rate, and similar ways may be less relevant to (status) than is the condition of women in such areas as compared with men."

—There were no "internationally comparable indicators of the status of women . . . not even indicators that are valid across social strata in the same society. Seemingly simple indicators such as the proportion of women receiving secondary education, may conceal important differences in the quality or substance of the schooling."

—The report noted differences in women's rights and obligations depending on whether they were operating in the home, the workplace, the community, or the political arena.

—The concept of status is everchanging. A woman's prestige may rise in the eyes of her family and community with each child she bears, the report notes, but if she decides to take a job outside the home, her husband may be shamed.

—One measure the report found useful was the number and spacing of children. Relationships can be established between "women's access to material and social resources in other areas of their lives and the exercise of choice in the planning of the number and spacing of their children," the report said.

Because fertility information is collected in most countries, and because demographers have developed ways of correcting for deficiencies in the collection of vital statistics, the total fertility rate is probably the most useful statistic with which to gauge the trend toward "modernization" in a developing country.

A country's total fertility rate is the average number of children born to a woman in that country if she followed the current age-specific fertility rates throughout her lifetime. A total fertility rate that is declining may show that a society is becoming more consumer-oriented, because the presence of fewer children means that families have more money to spend on each person.

A low total fertility rate presumably means that women have some control over the number and spacing of their children and that, therefore, using the United Nations definition, they have reasonable access to material and social resources in other areas of their lives.

Latin America

Some Latin American countries are good examples of what happens as total fertility rates decline. The table shows the total fertility rates of representative Latin American countries.

Analysis by The Inter-American Development Bank predicts that by the end of the century, the levels of fertility in Argentina, Chile, Uruguay, Barbados, Guyana, and Trinidad and Tobago, will have dropped to roughly the same levels as in the United States and Canada. Along with declining fertility rates has come an increased participation of women in the labor force.

According to the 1980-81 annual report of the Inter-American Development Bank: "The Latin American female labor force is projected to grow by 3.6 percent annually in 1975-80, 3.8 percent in 1980-85 and 3.6 percent in 1985-90.

The bank's annual report also recognizes the close correlation between increased educational opportunities for women in Latin America, and a decline in the fertility rate.

It found that "the percentage of women enrolled in universities as a proportion of total enrollment is rapidly approaching equality with men in several Latin American countries" including Argentina, Bolivia, Costa Rica, Panama, Paraguay, and Venezuela.

The bank report says; "This rise in women's enrollment coupled with their increasing labor force participation, points to a new trend in Latin America: The proportion of women with higher levels of education who join the labor force is higher than that of men."

Cautions

The bank's annual report cautions that the gains made by women in secondary and higher education are important, but that this group of the female labor force is relatively small compared with those who are less educated. "The larger number of women must seek semi-skilled and unskilled employment. To them the

Continued on page 11

Total Fertility Rates in Selected Latin American Countries

Mexico	4.8
Brazil	4.1
Columbia	4.1
Peru	5.2
Venezuela	4.5
Argentina	2.8
Chile	2.9

Country Profile

Federative Republic of Brazil

Tractors till the land, and 54 percent of homes have a television set. Even so, Brazil in some ways resembles the United States a hundred years ago.

Like the U.S. in the 1800s, 90 percent of Brazil's population is concentrated on 10 percent of the land on the eastern seaboard. With the exception of its inland capital Brasilia, all cities of one million or more people are located on the east coast.

And, like the nineteenth century U.S., Brazil is rich in natural resources, but many of them remain almost untouched. The country is the world's third leading producer of hydroelectric power, yet only 10 percent of its potential has been tapped. Tropical forests in the undeveloped Amazon Basin provide natural replacement for 15 percent of the world's oxygen.

Brazil's land area ranks just above that of the continental U.S. at more than 3 million square miles, but its population density is about half that in the U.S., only 36 persons per square mile.

The progress of Latin America's largest country is important because Brazil ranks second only to the U.S. as the largest exporter of agricultural products.

Regions and Cities

Preliminary census reports show that Brazil's population grew by 28 percent between 1970 and 1980, from 93 million to 119 million. The population has more than doubled since 1950. Because of a high average annual growth rate of 2.5 percent, it will double again in only another 28 years. The United States, by comparison, has a growth rate of about 1 percent and will not double its population again for 70 years.

Population growth in Brazil is unevenly distributed among the country's regions. The 1980 census classified Brazil's 22 states, 4 territories, and its federal district into five regions. The Northeast, South, and Southeast regions are the most developed, while the Central West and North regions share a pattern more characteristic of the frontier.

While the average density in Brazil is 36 persons per square mile, the density in the South and Southeast regions, where more than half the people live, is over 140 persons per square mile.

Brazil's two largest cities are in the Southeast. Rio de Janeiro and Sao Paulo combined contain 22 million people or 18 percent of the country's population. With a population of 9 million, Rio de Janeiro grew 20 percent between 1970 and 1980. Sao Paulo's population, now 13 million, grew 43 percent.

The United Nations estimates that Sao Paulo will be the world's second largest city by the year 2000, with a projected population of 26 million; Rio de Janeiro will be the seventh largest with 19 million inhabitants.

The land area of the Northeast region is about the same as the South and Southeast combined, but its overall density is about 70 persons per square mile. The region grew 24 percent between 1970 and 1980, from 28 million to 35 million.

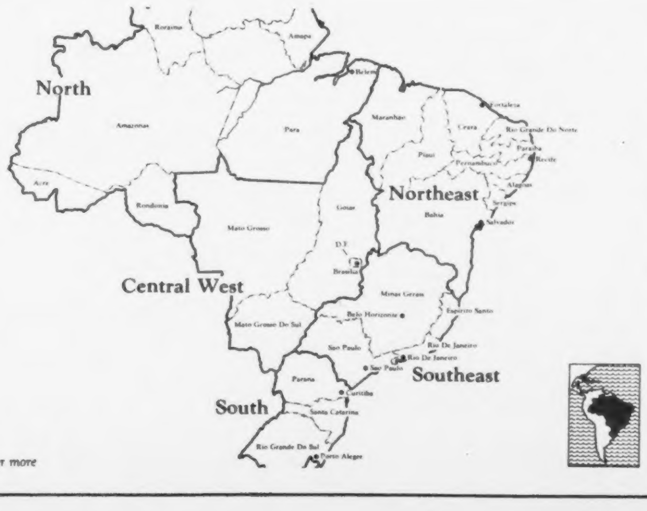
Fortaleza and Salvador, coastal cities in the Northeast, outstripped Rio de Janeiro and Sao Paulo in rates of growth. Fortaleza grew 52 percent (from less than 900,000 to more than 1.3 million) and Salvador grew 49 percent (from 1 million to 1.5 million).

No large city grew as rapidly as Brasilia, the capital, and an independent federal district similar to the District of Columbia.

In 1960, the government transferred the capital from Rio in a symbolic effort to stimulate westward movement and open the frontier. Growth was slow at first because Rio remained the financial center, but in the last decade, the population of Brasilia more than doubled from 500,000 to more than 1 million. Most of the increase was the result of immigration. The Central West Region grew from 5 to 7.5 million because of Brasilia's rapid growth.

The least populated region, the North, is growing most rapidly. The population increased 63 percent, from 3.6 million in 1970 to 5.8 million in 1980, reflecting the government's attempts to encourage settlement of the frontier. The ter-

BRAZIL



• Cities of one million or more

ritories of Rondonia and Roraima quadrupled and doubled their populations, respectively, while the states of Amazonas and Para each grew 50 percent.

There are no large cities in the North. Because the frontier encompasses almost 2 million square miles, the density is an extremely low 3 persons per square mile. An influx of migrants from metropolitan areas, poor transportation and communication, and a dearth of government services on the frontier have reduced the reliability and availability of statistics from that region.

Brazil considers any municipality "urban," regardless of its size. In 1960, there were 4,700 urban localities with fewer than 2,000 inhabitants.

The Brazilian census defines the urban population as the inhabitants of cities and villages (both central city and suburban sections). The rural population includes people who live outside the borders of cities and villages. In 1980, 80 million Brazilians were classified as urban (68 percent of the population) compared with 2 million (56 percent) in 1970, a 54 percent growth of the urban population in 10 years. Rural migration accounted for about half of urban population growth in the last decade.

Little immigration into the country means that Brazil's growth is based almost exclusively on natural increase, the excess of birth over deaths, a rate of 2.4 percent a year. If growth continues at this rate, the population will reach just over 200 million by the end of this century. The Southeast is expected to remain the home of more than half of the Brazilian population in the year 2000.

Ethnicity

Brazil was settled in 1500 by Portuguese who intermarried with slaves brought from Africa and with the indigenous population. The country is currently about 55 percent white, 6 percent black, and 38 percent mixed, according to the 1980 census. The racial mix has increased since 1960, the last time a question on race was asked by the census.

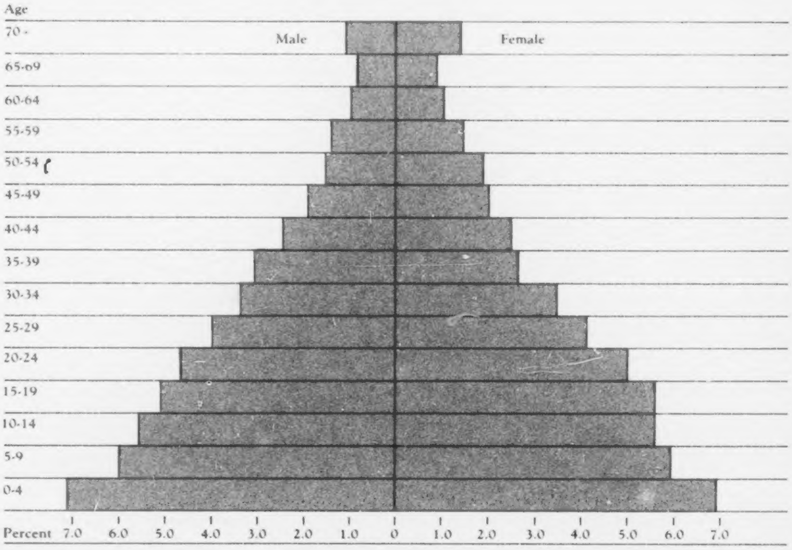
The foreign-born represent only about 1 percent of the population, and Portuguese account for about 35 percent of the 1 million foreign-born. Italians and Japanese represent much smaller proportions. There are 200,000 Japanese in Brazil, and almost all live in Sao Paulo, which has the largest community of Japanese outside Japan.

Age Distribution

Forty-eight percent of Brazilians are under age 20, according to the 1980 census, compared with only one-third of United States residents. Only 4 percent of Brazil's population is over age 65, compared with 11 percent of the U.S. population. Life expectancy for Brazilians was 58 years for men and 64 years for women in 1980.

The average number of births a woman has in her lifetime has declined by two children in the past 40 years. The total fertility rate was estimated at 6.1 in 1940 and 4.1 in 1980. Because Brazil is over 90 percent Roman Catholic (the largest Catholic country in the world), and because the government feels more people are needed to develop the sparsely-settled regions, the government remains neutral on the issue of family planning. If urbanization continues and more women become

Brazil: Population by Age and Sex, 1980



Population of Brazil, by Age and Sex, 1980

Age	*Total*	*Male*	*Female*
All Ages	119,070,865	59,146,099	59,924,766
0-4	16,649,135	8,461,485	8,187,650
5-9	14,271,782	7,230,024	7,041,758
10-14	13,549,663	6,806,534	6,743,129
15-19	13,277,662	6,488,217	7,789,445
20-24	11,626,422	5,655,982	5,970,440
25-29	9,753,542	4,805,866	4,947,676
30-34	7,870,123	3,955,372	3,914,751
35-39	6,411,630	3,180,813	3,230,817
40-44	5,727,348	2,884,050	2,843,298
45-49	4,700,294	2,294,596	2,405,698
50-54	4,156,029	2,043,282	2,112,747
55-59	3,309,911	1,637,233	1,672,678
60-64	2,563,797	1,230,397	1,333,400
65-69	2,195,115	1,064,426	1,130,689
70+	2,940,156	1,372,224	1,567,932
no age reported	68,256	35,598	32,658

Population of Brazil by Region, Province and Territory, 1970, 1980, and Percent Change

	Resident Population (000s) 1970	Resident Population (000s) 1980	Percent Change
Brazil	93,139	19,099	27.9
North	3,604	5,893	63.5
Rondonia T.	111	493	344.1
Acre	215	301	40.0
Amazonas	955	1,432	49.9
Roraima T.	41	79	92.7
Para	2,167	3,412	57.5
Amapa T.	115	176	53.0
Northeast	28,112	34,862	24.0
Maranhao	2,993	4,003	33.7
Piaui	1,681	2,140	27.3
Ceara	4,362	5,295	21.4
Rio Grande do Norte	1,550	1,900	22.6
Paraiba	2,383	2,773	16.4
Pernambuco	5,161	6,147	19.1
Alagoas	1,588	1,988	25.2
Sergipe	901	1,142	26.7
Bahia	7,493	9,474	26.4
Southeast	39,854	51,753	29.9
Minas Gerais	11,488	13,391	16.6
Espirito Santo	1,599	2,024	26.6
Rio de Janeiro	8,995	11,297	25.6
Sao Paulo	17,772	25,041	40.9
South	16,496	19,036	15.4
Parana	6,930	7,630	10.1
Santa Catarina	2,901	3,629	25.1
Rio Grande do Sul	6,665	7,777	16.7
Central West	5,073	7,555	48.9
Mato Grosso do Sul	998	1,370	32.3
Mato Grosso	599	1,142	90.7
Goias	2,939	3,866	31.5
Distrito Federal	539	1,177	19.2

educated and enter the labor force, however, it is anticipated that fertility will continue to decline.

Households

The Brazilian census defines a household as a group of persons who are either related or economically and/or domestically dependent on one another. A Brazilian who lives alone in a separate dwelling also is counted as a household. In the U.S. a household consists of people sharing the same house or apartment regardless of whether they are related or economically dependent on each other.

The most common household in Brazil is the nuclear family — husband, wife, and children. Because living arrangements are traditional, there often are relatives living in a household, particularly among urban families whose relatives have recently migrated from rural areas.

There were 26 million households in Brazil in 1980, compared to 80 million in the U.S. Average household size has dropped slightly, from 5.1 persons in 1960 to 4.6 in 1976, much larger than the average of 2.75 persons in the U.S. The number of households in Brazil has grown 50 percent since 1970.

Growth in urban households has been particularly rapid. Between 1950 and 1970, the number of urban households more than doubled, and since 1970, their number has grown from 10 to 18 million.

Housing

The Brazilian census counts housing units as "permanent" or "improvised." "Permanent" units are those built as residences. The term "Improvised" includes temporary homes under bridges, church steps, and even cardboard boxes that house some unfortunate street dwellers.

Within the permanent category, there are two types: "durable" and "rustic." "Durable" means the building has walls of brick, clay, stone or lumber, a roof of shingles, zinc or concrete, and a floor or wood, cement, stone slabs or tile. "Rustic" homes are those that were built as residences but do not meet the "durable" standards.

The durable definition is used liberally and includes homes perched on precarious hillsides and those without access to essential services. Despite the fact that 94 percent of urban homes were classified as durable in 1972, this does not mean that the majority of urban homeowners are laying wall-to-wall carpeting and redecorating.

In the country as a whole, 53 percent of the houses were served by piped water in 1980, compared with 33 percent in 1970. The availability of sanitary facilities increased from 13 to 26 percent of homes, and that of electricity from 48 to 67 percent.

Again, there are differences between rural and urban dwellings. Most urban homes had running water and sewage facilities, but about 60 percent of rural units lacked these amenities. Almost 90 percent of urban units had electricity in 1980 versus 20 percent of rural units.

Sixty percent of urban units and 64 percent of rural units were owner-occupied in 1980. The rates of home ownership are close to those in the U.S. Brazilians usually buy their own apartments and the ownership count includes those who own squatter shacks.

Literacy and Education

Brazil is the only Portuguese-speaking nation in the Americas. In 1980, the literacy rate, defined as the ability to read and write a short paragraph in any language, was 74 percent of the adult population. (Functional literacy is attributed to those who have completed four or more years of primary school.) This level of literacy is lower than the average for 26 other countries in Brazil's per capita income class.

Thirty-five percent of the population age 5 and over have no formal schooling; just 3 percent over age 20 have finished 12 or more years of school. Fifty-three percent of

Population of Brazil's Metropolitan Areas 1970, 1980, and Percent Change

(in thousands)

Metropolitan Areas	1970 Population	1980 Population	Percent Change
Belem	656	1,000	52.4
Fortaleza	1,038	1,582	52.4
Recife	1,793	2,348	31.0
Salvador	1,149	1,772	54.2
Belo Horizonte	1,606	2,542	58.3
Rio de Janeiro	7,082	9,019	27.3
Sao Paulo	8,137	12,588	54.7
Curitiba	821	1,442	75.7
Porto Alegre	1,531	2,232	45.8
Total	23,813	34,525	45.0

children age 5 to 19 were enrolled in school in 1980, and there were no differences in rates for boys and girls. Literacy and educational opportunities vary widely among regions. Over 50 percent of Brazil's schools are one-room, one-teacher. Secondary school enrollment included only 14 percent of children age 15 to 19 in 1980.

Higher education in Brazil — a prerogative of the middle and upper classes — has boomed in the past two decades. Enrollment in universities grew from 93,000 in 1960 to 1.3 million in 1980. University students are the only segment of the population fluent in English. If you wish to do business in English an interpreter will be required about 50 percent of the time, even in large cities.

Health and Nutrition

Lack of access to medical care is a problem for many Brazilians, particularly those in the Northeast and frontier regions. Although there was one doctor for every 2,000 Brazilians in 1970, this figure ranged from high of one per 1,500 in the Southeast to a low of one per 4,000 in the Northeast.

Malnutrition is also a problem in Brazil. Only one-third of the Brazilian population met World Health Organization low-calorie standards in 1975. Such extensive malnutrition is ironic given Brazil's status as a leading agricultural exporter. Poor nutrition is behind Brazil's high rate of infant mortality, ranging from a "low" of 63 infant deaths per 1000 live births in the Southeast to 414 per 1000 in parts of the frontier.

Labor Force

The agricultural sector employed 30 percent of the labor force in 1980, down from 54 percent in 1960. This decline in the agricultural labor force is far more rapid than that experienced by the U.S. in the past. Industry employed 24 percent and services employed 45 percent of the Brazilian labor force in 1980. Government is one of the fastest growing employers with 1.8 million workers in 1980, a 175 percent increase in the last decade.

About 44 million people age 10 and over were economically active in 1980. Brazilian women comprise 27 percent of the economically active population; in comparison, women comprise 42 percent of the economically active population in the U.S. Twenty-seven percent of Brazilian women work outside the home versus 51 percent of American women. One-third of Brazilian working women are in the service sector. Fourteen percent of Brazilian women and 36 percent of Brazilian men were employed in agriculture in 1980.

Income

The important role of agriculture and the high rate of inflation in Brazil make it difficult to generalize about the earnings and income distribution among the people. However, the country's economic progress has clearly not been shared by all segments of the population.

One of the most controversial issues in Brazil is improvement in people's incomes. In Brazil, it is customary to relate different incomes to the legal minimum wage. It varied between $62 and $75 per month at the time of the 1980 census, depending on the region. Government spokesmen point out that the average income of the labor force, excluding those who work without pay, increased from 1.6 minimum wages in 1970 to 3.1 in 1980, while the proportion of those earning less than one minimum wage fell from 61 to 33 percent. However, this still means that one-third of the labor force earned less than the legal minimum.

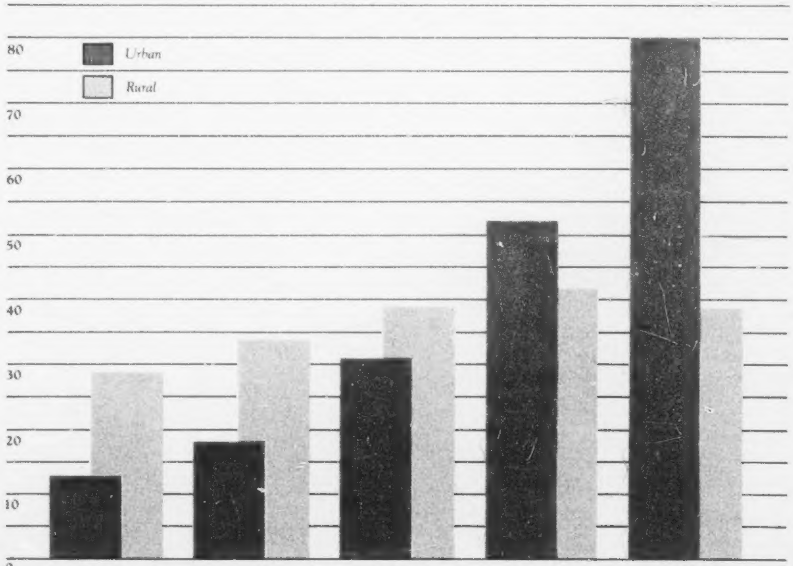
Average monthly income in 1980 was 11,268 cruzeiros or about $213. The rise in average income has been accompanied by concentration of income among a small percentage of the people, and high inflation rates. Prices increased most steeply for basic items like food and bus fare.

Residents of the Southeast receive a disproportionately large share of the national income, while those in the Northeast receive very little. Per capita income in cities is double and triple that in rural areas, where 54 percent of the labor force received no salary in 1980.

Consumption

Household consumption data show that low-income Brazilians spend a large proportion of their household budget on food compared with their U.S. counterparts. Among urban families in the lower income quartile in 1975, 45 percent of total expenditures went toward food; among rural families, 63 percent was for food. Even families with large caloric deficiencies spent about one-fifth of

Brazil: Urban and Rural Populations 1940-1980 Censuses *in millions*



their food budget on meat and fish, a relatively expensive form of protein consumption.

Owning durable goods appears to receive higher priority than meeting dietary requirements. Over one-third of metropolitan poor families owned a television in 1975, and three-quarters of those with inadequate diets owned TV's. For all urban households in 1980, approximately three-quarters owned radios, refrigerators, and televisions. Seventy percent of rural households owned radios, but only 10 percent owned refrigerators or televisions. About 30 percent of urban households owned cars in 1980 compared with 10 percent of rural households. In 1980, Brazil had over 6 million telephones in service, about 5 telephones per 100 people.

Sources of Information

Data from the Brazilian census are just beginning to come into the United States. The U.S. Census Bureau now has preliminary 1980 totals of age and sex distribution by state and territory. More detailed information on specific cities should be available late this year. The Brazilian specialist at the Census Bureau is Patricia Rowe, telephone (301) 763-2870.

Demographic data, including population projections and estimates, are available in the U.S. Census Bureau's publication, "Brazil, a Country Demographic Profile," ISP-DP-19, published in 1981. It can be ordered from the Superintendent of Documents, U.S. Government Printing Office, Washington, DC 20402.

The World Bank has several reports on Brazil that include demographic information. The most detailed is *Brazil: Human Resources Special Report*, October, 1979. Stock No. RC-7909, $20 paperback. An edited, updated version of the same report, called simply *Brazil*, was published in 1981 and includes some 1980 data. Stock Nos. BN-8103-E, BN-8103-P, $5.

Brazil: Integrated Development of the Northwest Frontier, 1981, includes some 1980 census data and describes development potential and problems in the frontier region. Stock No. RC-8108, $20 paperback.

All can be ordered from: The World Bank, Publications Distribution Unit, Washington, DC 20433.

The International Trade Administration of the Commerce Department offers several publications on trade with Brazil including an Overseas Business Report at $1.25 (OBR 81-23) and a Foreign Economic Trends (FET 81-060) at 50 cents. Single issues of each are available from Publications Sales Branch, Room 1617, U.S. Department of Commerce, Washington, DC 20230.

Ted Johnson, telephone (202) 377-5427 is one of the Brazilian specialists at the Commerce Department who deals with exporters to Brazil on a regular basis.

The Brazilian desk officer at the U.S. Department of State is Paul Blakeman, (202) 632-1245.

Even if names change at the Departments of Commerce and State, someone knowledgeable about Brazil usually can be reached at the above numbers.

—Daphne Spain

Contributions to the profile were made by Thomas Merrick and Ralph Haakert.

"MADE IN BRAZIL" MAKES THE DIFFERENCE

When Sears Roebuck & Co. moved into Brazil in 1949, 90 percent of its goods were made in the United States. Now about 98 percent of its merchandise sold in Brazil is made there.

With the exception of some high-technology items and office equipment such as typewriters, middle class Brazilians prefer goods made in their own country. They are well beyond the belief that anything imported is automatically a superior product.

Tastes and patterns of consumption in the three marketing centers on the Southeastern coast — Sao Paulo, Rio de Janeiro, and Bahia, are similar to those in Europe and the United States. Brazil's Portuguese roots and ethnic mix, similar to that in the United States, contributes to its tendency to look to those two areas for business connections.

That is not to say that all Brazilians are the same. While they share a sense of democracy and a sense of humor with United States' residents, for example, their cities have nuances of difference just as Boston, Chicago, and New York have their own characteristics. The nearly 50 million people in the Southeastern market have lifestyles and tastes similar to those in developed countries, but the undeveloped areas of Brazil are unlikely to reach that stage for perhaps 20 years or more.

The Brazilian government encourages foreign investment, and government policy is largely responsible for the strides in manufacturing made there in the last ten years.

In the last decade, manufacturing in such industries as motor vehicles, electrical goods, and metals have absorbed 80 percent of foreign investment capital.

Joint enterprises where foreign patents, technical and managerial skills are furnished are now the most effective arrangements, but wholly-owned subsidiaries and joint ventures with local partners have also been successful in the past. Brazilians prefer to share in the decision-making process.

The government's plan calls for full development of Brazil by the year 2000. Short-term objectives include increasing the rate of economic growth to 10 percent, raising per capita income levels through the creation of new jobs, and expanding exports. Private sector and foreign capital are assigned a leading role in this effort.

—Agustin Bernal
Professor
Ithaca College

Census Update

Canadian Household Projections

A new publication from Statistics Canada provides household and family projections through 2001 for Canada, its provinces and territories. Highlights include:

—By 1991, the number of households in Canada will be between 10 million and 10.5 million, up from 2.8 to 3.4 million since 1976.

—Just as in the United States, the proportion of households containing husband-wife families should decline through 1991. The trends toward more nonfamily and single-parent households will continue.

—The decline in the average number of persons per household will continue, "mostly due to the declining fertility rate, coupled with an increasing proportion of people living alone."

—Alberta should have the fastest rate of household growth among the provinces; households will increase more than 60 percent between 1976 and 1991. British Colombia and Ontario will follow Alberta in their rate of household growth.

Another publication from Statistics Canada reports that as of May 1981, 57 percent of Canadian households had cable TV. Ownership was lower than average in the Atlantic provinces, Quebec, and Saskatchewan, and highest in British Columbia, at 81 percent.

Fully 98 percent of Canadian households owned at least one TV set; almost 83 percent have color sets. Almost 89 percent of households owned FM receivers, and 55 percent owned smoke detectors. Ownership of microwave ovens has increased only about 3 percent since 1979; 8 percent of households now have one.

"Household and Family Projections" (Catalog No. 91-522) $8 in Canada and $9.60 in other countries, and "Household Facilities and Equipment" (Catalog No. 65-202) $4.50 in Canada and $5.40 in other countries can be ordered from Publications Sales and Services, Statistics Canada, Ottawa, K1A 0V7. (613) 593-7276.

Chinese Puzzle

The U.S. Census Bureau is barred from offering assistance to the Chinese as they approach their 1982 population census, scheduled for July.

The Foreign Assistance Act forbids agencies of the U.S. government to offer assistance to Chinese agencies. Six technicians have been trained by the International Statistical Program Center, but their tuition was paid for by the United Nations.

An amendment that would allow U.S. technical assistance is in the Congressional hopper, but it is unlikely to work its way through the legislative maze before July.

Even if the amendment passes after July, Census Bureau technicians would still be able to offer assistance with compiling and analyzing the census data.

Where Resting is Recognized

Census questionnaires often convey a flavor of a country's lifestyle. The 1978 Gilbert Islands census household data sheet, recently published in the *Census Forum* of the East-West Population Institute, is a case in point.

A "traditional life" question, for example, asks for the number of persons active in such categories as fishing, lands, house, and handcraft. Choices are given in several subcategories including toddy syrup, pandanus, dry-salting fish, and collecting firewood in the house category, and mats, baskets, string, cigarette papers, thatch, and housebuilding in the handcraft category.

The census question on capital goods asks how many radios, guitars, cameras, cars, motorcycles, bicycles, power boats, canoes, fish nets, sewing machines, and refrigerator/freezers the household has and whether the item is in use or broken.

The questions for men include marital status, religion, education, and ethnic origin — not unusual. But there is also a category called "activity this week" with subcategories called village life, home duties only, visitor, too old, disabled, inmate, student . . . and resting.

Australian Count

The Australian Bureau of Statistics catalog lists the publications, magnetic tapes, and microfiche that will be available from the country's 1981 Census of Population and Housing, conducted June 30.

The census asked 35 questions. The first official population totals for each state and territory were released in April.

To obtain data from the Australian census, it is best first to send for "Census 81-Data Release Plans" Catalog No. 2142.0, an 8-page publication that provides summaries of publications, a brief explanation of the magnetic tape file, microfiche, information papers, and maps that are available from the Bureau of Statistics, and order forms.

Tables showing the totals of persons and dwellings in each local government area and urban center for each state and territory should be released through November, 1982, in the following order: Australian Capital Territory, Northwestern Territory, Tasmania, Western Australia, South Australia, Queensland, New South Wales, and Victoria.

For a copy of "Census 81-Data Release Plans", write to: Information Services, Australian Bureau of Statistics, Box 10, PO, Belconnen ACT 2616, Australia, Phone (062) 52 6627. Telex AA62020. •

Publications

Japanese Society Today (2nd ed.) by Tadashi Fukutake, University of Tokyo Press, 1981, distributed by Columbia University Press, 562 West 113th Street, New York, NY 10025, 159 pages. $9.50 paperback.

Using 1980 census results, Tadashi Fukutake, explores the effects on Japanese society of the weakening of family ties, the break-up of community structures, and the steady growth of a new middle class. One problem faced by the Japanese, for example, is a lack of social security for the elderly, although the aging population in Japan will grow to 14 percent or more of the total population by the year 2000.

Many of the trends will be familiar to readers in the United States: increased suburbanization as cities become overcrowded, the domination of large corporations, and the control of small industries by the actions of larger firms.

"In practical terms, those who can ally themselves with politicians and high-ranking bureaucrats — the capitalists and top managers of large corporations — have become the ruling class, Fukutake observes.

Since 1956, when the Japanese considered a television set, a washing machine, and a refrigerator the "Three Sacred Treasures," consumer spending has risen dramatically. More recently, upwardly mobile families have been striving for the "Three C's" — a car, a color TV, and an air conditioner or "cooler."

A surfeit of leisure time activities have led the Japanese to gambling and pinball. Participant sports facilities such as golf courses are being built, but Fukutake observes they are still too expensive for most people.

"Changes in consumer patterns have been so rapid that they were bound to cause distortions in 'ordinary' life styles. For example, we find people living in cramped public housing (two rooms and a dinette-kitchen) who own a car which they use only for Sunday driving, or the family in a private apartment house that occupies one six-mat (about 9' x 12') room crowded with furniture and appliances in which there is scarcely space for everybody to sleep," Fukutake writes.

United Nations Statistical Pocketbook (World Statistics in Brief), sixth edition. English only. Statistical Papers, Series V, No, 6. 98 (numbered) and 15 (unnumbered) pp. UN Sales No. E.81.XVII.14. $U.S. 2.50.

This is the sixth in a series of annual compilations of basic international statistics.

The data were selected from the wealth of international statistical information compiled regularly by the Statistical Office of the United Nations, the statistical services of the specialized agencies and other international organizations. Part of the *Pocketbook* (white pages) presents information on each of 156 countries, showing important and frequently consulted statistical indicators. Another part (green pages) contains demographic, economic and social statistics for the world as a whole and for continents.

The Pocketbook generally covers the years 1970, 1975, and 1980 (or, in some cases, 1979).

Accelerated Development in Sub-Saharan Africa: An Agenda for Action, The World Bank, 1818 H Street, NW, Washington, DC 20433. Free.

Africa is a country of many mysteries, not the least of which is its demographics. Statistics are often best guesses; some countries in Africa have yet to take a census. But the population is one of the fastest growing in the world and its mineral resources are rich. New markets and investment opportunities abound.

The Sub-Saharan region includes 45 states, 24 of which have fewer than 5 million people. Its population in mid-1979 was 343.9 million, nearly a quarter of which is in Nigeria. The GNP per capita average annual growth rate from 1970 to 1979 was .8 percent compared with an average of 2.7 percent in all developing countries. Adult literacy averaged 28 percent in 1979; life expectancy at birth was 47; and the death rate per thousand children aged one to four was 25.

Comparable figures for all developing countries in 1979 were 57 percent adult literacy, 58-year life expectancy, and 11 deaths per thousand one to four year olds.

The World Bank's Sub-Saharan Africa report provides an overview of the region, and includes six demographic tables among the 43 at the end of the report. Country-by-country data is given for past and projected population growth, fertility-related indicators, labor force, urbanization, health-related factors, and education.

The report notes, "The quality of statistics is weaker in Africa than in most other parts of the world . . . National practices also vary and country data are not always comparable."

Statistical Yearbook, 1979/80. Bilingual (English/French). Statistical Papers, Series S, No. 7. XX + 891 pp. UN Sales No. E/F.81.XVII.1. Clothbound, $US 60.00; paperbound, $U.S. 52.00.

Thirty-first issue of a comprehensive collection of international statistics for approximately 235 countries and areas, produced for the first time entirely by computerized photocomposition. The first 17 tables comprise the world summary leaving the detailed subject/country information in the subsequent 183 tables, which present statistical series on economic and social subjects such as: population; manpower; production of commodities in agriculture, forestry, fishing, mining, and manufacturing; construction; development assistance; wholesale and retail trade and external trade; international tourism; transport; postal; telegraph and telephone services; national accounts; wages and prices; consumption; finance; energy; health; housing; industrial property; science and technology; and culture.

Contains three new tables which were introduced in order to make possible better comparable analysis of the world economy; these relate to world export price indexes; performance of the world economy during the First and Second United Nations Development Decades; gross domestic product of selected countries, in average international prices. There are also three new tables on industrial property statistics (patents, industrial designs, trademarks and service marks).

Contains information received up to the middle of 1980. The tables generally cover the ten-year period 1969-1978; 1979 and 1980 data are included in some tables.

Four Decades of International Social Security Research: A Bibliography of Studies by the Social Security Administration, 1937-80, Publications Staff, Office of Research and Statistics, Social Security Administration, Room 1120, Universal North Building, 1875 Connecticut Avenue, NW, Washington, DC . 20009.

For those interested in learning about social insurance programs outside the United States, this bibliography lists studies of programs in 35 countries. Subjects range from administration to old-age, survivors, and invalidity insurance to work injury coverage. •

Women/*continued from p. 3*

most important training would be that of skill acquisition or skill upgrading," the report says.

That cautionary note is not unusual among those who deal with statistics about women.

Even though the total fertility rate is a reasonably reliable statistic when it is based on a country's birth registrations and is corrected for any inadequacies in collection methods, it is not completely reliable as an indicator of growing consumer orientation for several reasons.

First, it is an *average* and averages can be misleading. Many developing countries are like two or more countries — the rural and the urban, or the coastal and inland regions can be quite different. A country that interests you on the basis of its declining total fertility rate should be further analyzed on the basis of regional or small area data. What is the fertility rate in the cities? In the rural areas? on the Coast? Inland? In the jungle? What is the life expectancy? What age groups were used to compute the total fertility rate? What is the percentage of people in the labor force?

The total fertility rate is only a starting point.

Remember that a country's population policy can have a significant effect on the total fertility rate in a relatively short period of time.

As an example, look at Mexico. The total fertility rate there in 1970 was 6.5 according to the Census Bureau. When President Jose Lopez-Portillo took office, family planning became a priority and the difference is already beginning to be felt. The mid-1981 estimate of the total fertility rate made by the Population Reference Bureau and based on United Nations data on developing countries was 4.8, a drop of almost two births per woman in about 10 years.

Improving Picture

Fortunately, the bleak picture of incomplete and non-existent data on women is being slowly corrected.

The World Fertility Survey, begun in 1972, conducts "nationally representative, internationally comparable, and scientifically designed" surveys of human fertility on an annual basis. By the time the survey is completed in 1984 it will have covered 42 developing countries and 20 developed countries.

Under direction from the United States Congress, the Agency for International Development (AID) is collecting statistics that will make it possible for the first time to compare the status of women with the status of men, at least within an individual country, if not cross-culturally. The United States Census Bureau is bringing its resources to bear on behalf of AID, collecting the same statistics in all countries with populations of five million or more to create a data base which should be the best compilation of statistics on women in the world.

Just as the United States requires "environmental impact" statements on many projects, the World Bank and AID require evaluations of the impact on women in a developing country of proposed projects. •

—Doris Walsh

Sources/*continued from p.12*

theme. The Washington office also offers a free catalog of publications.

The organization's most important compendium of demographic information is its annual yearbook, *Demographic Statistics*. The 1981 edition has data through 1978 and costs $13.30. It contains statistics on age, sex, and region of residence, births, deaths, marriages, and divorces, migration, and life expectancy, as well as such demographic indicators as average age at first marriage, the birthrate, the illegitimacy rate, and the fertility rate. Data for the United States are often included for comparative purposes.

The most current demographic statistics for the European Community countries are published in the monthly "Eurostatistics: Data for Short-Term Economic Analysis." This report includes aggregate data on population, labor force, and employment for each member country. An annual subscription to the U.S. costs $27.00 for surface mail, $42.75 for air mail, and can be ordered from the European Community Information Service in Washington.

Two annual publications combine demographic and economic data. The 1981 edition of *Basic Statistics of the Community* costs $3.80, and contains demographic information on population change, population density, and household size — although in less detail than *Demographic Statistics*. *Eurostat Review, 1970-79*, which costs $12.80, is an annual look ten years back, combined with projections five to ten years ahead. Demographic topics include population size, births, deaths, population change, marriage, and divorce.

The European Community Statistical Office also publishes occasional reports of demographic interest. Recent examples are the economic and social characteristics of households in member countries, the economic and social position of women, and the characteristics of people entering and leaving the working-age population. These reports, announced in "Eurostat News," are generally available from the Washington office, as well as from Luxembourg. •

—Martha Farnsworth Riche

Sources

The OECD and the European Community

Two central sources of demographic information for developed countries are the Organization for Economic Cooperation and Development (OECD) and the European Community.

Headquartered in Paris, the OECD has 24 members, including the United States. The easiest way to follow the OECD's work is by subscribing to the bi-monthly OECD *Observer*. In addition to reporting OECD activities, the *Observer's* annual supplement features a selection of current demographic statistics for each member country, from population totals and birthrates to such indicators of living standards as infant mortality, school enrollment, dwellings completed, and per capita consumption of energy and protein. U.S. subscription to the *Observer* costs $15.85 air mail, $11.00 surface mail.

The most comprehensive current source of information for individual member countries is the OECD *Economic Survey* series. The organization surveys almost every country every year. In addition to economic statistics and short-term economic forecasts, and reports contain aggregate statistics for population, population growth and density, as well as per capita consumption, car ownership, consumer prices, school enrollment, telephones, television sets, the prevalence of doctors and other indicators. These reports cost $4.00 each; a subscription to the complete series costs $67.00 surface mail, $185.90 air mail to the United States.

The OECD rarely studies demographic data separately, but looks at population as a factor in general economic analyses, particularly of employment. For those interested primarily in population, it is difficult to take advantage of the organization's system of standing orders for publications, because its demographic publications come under two headings — Employment, and Social Affairs — and account for only a small proportion of the publications in this group.

To keep up with the OECD publications of demographic relevance, get on the mailing list for the leaflet announcing new publications in Employment and Social Affairs (#19). An order form for this leaflet, as well as for the free monthly bulletin "News from OECD," the Publications Catalog, and its updating supplements is in the back of the catalog. Write OECD Publications and Information Center, Suite 1207, 1750 Pennsylvania Avenue, N.W., Washington, DC 20006, or call Margaret Babb at (202) 724-1857.

European Community

The ten-nation European Community, headquartered in Belgium, is a better source for demographic data on Western European countries than the OECD. Even though the United States is not a member, the European Community maintains a large library and information service in Washington: European Community Information Service, 2100 M Street, N.W., Suite 707, Washington, DC 20037; (202) 862-9500. Librarian Barbara Sloan (202) 862-9542 is knowledgeable and helpful.

The European Community's statistical reporting emphasizes population. The Statistical Office, located in Luxembourg, has built its publications program on six "themes," of which "Population and Social Conditions" is one. The program is organized with a statistician's respect for logic and detail: Each "theme" is color-coded to make it easy to locate in the catalog or on the shelf — yellow is the color for demographics.

The Statistical Office publishes the quarterly "Eurostat News" which describes new publications. This report is available free by writing the Distribution Division, Statistical Office of the European Communities, Jean Monnet Building, Luxembourg-Kirchberg, Luxembourg. Each issue contains an order form for the publications listed, as well as a form for requests to be added to the mailing list for new information about a particular

Continued on page 11

At a Glance

OECD

Members of the Organization for Economic Cooperation and Development (OECD) are:

Australia
Austria
Belgium
Canada
Denmark
Finland
France
Germany
Greece
Iceland
Ireland
Italy
Japan
Luxembourg
Netherlands
New Zealand
Norway
Portugal
Spain
Sweden
Switzerland
Turkey
United Kingdom
United States.

More information about the Organization for Economic Cooperation and Development is available from: OECD Publications and Information Center, 1750 Pennsylvania Ave., N.W., Washington, DC 20006. (202) 724-1857 or from Organization for Economic Cooperation and Development, 2 Rue Andre-Pascal, 75775 Paris Cedex 16, France. Telephone (Paris) 524-8200, Telex: 620 610.

European Community

Members of the European Community are:

Belgium
Denmark
Federal Republic of Germany
France
Ireland
Italy
Luxembourg
Netherlands
United Kingdom
Greece

Offices in the United States are at 2100 M Street, N.W., Suite No. 707, Washington, DC 20037, (202) 862-9500, and 1, Dag Hammarskjold Plaza, 245 E. 47th Street, New York, NY 10017, (212) 371-3840. The office for publications in Europe is located at: 5, rue du Commerce, L-2985 Luxembourg, Telex: 49 00 81.

C0200-1

INTERNATIONAL DEMOGRAPHICS™

Vol. 1, No. 3 June 1982

Jon Reis

Marketing Services Overseas

"There is no such thing as international marketing," declared Warren J. Keegan at an international marketing seminar sponsored by the Washington Chapter of the American Marketing Association recently.

"Any good marketing principle applies everywhere in the world," he said. "Basic principles of customer value, focus of product, and competitive advantage are what seem to be associated with success."

Keegan spoke at a conference for people interested in marketing services abroad. Services are the "invisibles" — engineering and construction supervision, accounting, shipping, insurance, banking, tourism, movies, advertising, commercial aviation, communication, franchising and many others.

In 1981, seven of every ten workers in the United States were employed in service industries. And, of every $1 in goods and services produced in this country, 66 cents come from services.

While the U.S. runs a trade deficit in goods, it enjoys a trade surplus in the service area. According to *Nation's Business*, exports of such invisibles generated $128 billion in business for U.S. firms during 1980.

Keegan, professor of business administration at George Washington University, and author of *Multinational Marketing Management*, said some firms in the international market have problems because they do not do adequate research.

Others have a real love for what they are doing and genuinely appreciate the cultures in which they work, he said. "They communicate their enthusiasm to their customers."

Keegan said the ability to communicate enthusiasm often comes with having learned the language of the country, but that an even more fundamental quality necessary is "a genuine love, appreciation, and interest" in the people of the land.

To market successfully overseas, you must know the market, the customers, the competition, and the practices in the country. Some of this information can be learned from the "cool" sources — public sources of information such as the U.S. Commerce Department, the State Department, and the United Nations. Other sources must be "hot" — direct observation in the country and face-to-face contact with the people.

A thorough research effort will include both "cool" and "hot" sources, he said. ●

Inside

Interview: If you think the population boom in Latin America is over, think again 3

Canada: It's the same market as as the U.S.. . . . or is it? 4

Sources: United Nations demographers cover the world 10

The Caribbean: The markets are small, but concentrated 12

Around the World

Adapting Products to Developing Countries

U.S. companies may have to develop new products, or adapt old ones, to sell successfully in developing countries. "Good intentions do not assure success," says Vern Terpstra of the University of Michigan.

Terpstra studied the successes and failures of international marketing by such firms as General Motors, Ford, Dow Chemical, Ball Corporation, Nestle, and Quaker Oats. Some of these companies choose to stay in a developing country even though they are not making a profit because they hope for long-term gains and want to assure a good image in a country where they see the potential for eventual profits.

By simplifying their products and involving residents of developing countries more in the development and testing of products, however, such businesses can improve their potential for success, Terpstra said. He suggests test marketing "in one or a few countries before attempting a broader introduction."

A multinational corporation's product must appeal to the consumers of a particular country. Beyond that, the chances of success improve when the company chooses products that are labor intensive to produce, can be made within the country, require low educational levels to use, are neutral or benevolent to the environment, and emphasize human power rather than electric power.

Source: *Journal of International Marketing*, Meldre Poe, MCB Publications Limited, P.O. Box 10812, Birmingham, AL 35201. Quarterly, $89 a year.

People, Not Economy

S. C. Johnson & Son, Inc. — the wax people who also produce insecticides and personal-care products — operates 46 subsidiaries in 45 countries, but takes a common approach to entering all of its markets.

It enters markets early rather than late, and pays less attention to the state of a country's economy than to the size of its population — because its products are basic to home care and not overly expensive. Yet, different products fuel the company's growth in different countries.

Raymond F. Farley, president and chief operating officer, says: "We try to get at the desires and needs in that particular market." Native speakers interview housewives about what and how things are done in the home.

"It's fairly straight-forward, common-sense research, but in many ways it's the best," Farley says. "And it becomes more important as you go to the less developed countries, because you mustn't make the mistake of offering furniture polish in a country where there's basically no furniture." *Source: Ad Forum*, April, 1982, Agency File, Inc., 18 East 53rd Street, New York, NY 10022 (212) 751-2670. Monthly, $48/year.

Growth in Eighteen Countries

Eighteen countries will be the source of three-quarters of the developing world's population growth during the 1980s.

The countries are: India, China, Brazil, Nigeria, Indonesia, Bangladesh, Pakistan, Mexico, Phillipines, Thailand, Vietnam, Turkey, Iran, Egypt, Ethiopia, Burma, South Korea, and Zaire.

More than one billion people in these countries will be in their peak reproductive years (ages 15 to 29) in the next 20 years, according to a report prepared by the Office of Technology Assessment for the U.S. Congress.

Despite the fact that fertility is declining in most developing countries, population is increasing rapidly because of the high birth rates and falling mortality rates of the recent past.

The report contends that rapid population growth intensifies environmental, food, energy, and resource pressures in developing countries. The combination of these problems with rapid population growth is generating new national security concerns.

Source: *Popline*, Population Action Council, April, 1982, 110 Maryland Avenue, N.E., Washington, DC 20002, (212) 544-3303. $25 a year; free to Population Action Council members.

Dutch Job Sharing

Job-sharing — splitting a full-time job into two or more part-time jobs — may spread in the Netherlands during the 1980s. After lengthy, negotiations, the country's labor organizations, government officials and employers agreed on the principle.

Job-sharing is acceptable to employers because it is likely to improve productivity, reduce absenteeism, and hold wage costs constant. Government and labor unions in the Netherlands realize that since their economy is growing at only 2 percent annually, it will not be able to absorb all the young people into the work force.

The government and union groups believe that work sharing's greatest appeal will be to younger, older, and higher-paid workers. There will be more emphasis on establishing different work habits and expectations rather than splitting existing jobs into two parts.

Source: *World of Work Report*, March 1982, Work in America Institute, Inc., 700 White Plains Road, Scarsdale, NY 10583, (914) 472-9600. Subscriptions may be ordered from: Van Nostrand Reinhold Co., 135 West 50th Street, New York, NY 10020. $48 a year. ●

INTERNATIONAL DEMOGRAPHICS

Publisher: Peter Francese
Executive Editor: Bryant Robey
Editor: Doris Walsh
Research Director: Cheryl Russell

International Demographics (ISSN 0731-5414) is published monthly by American Demographics, Inc., P.O. Box 68, Ithaca, N.Y. 14850. Telephone (607)273-6343.

© 1982 by American Demographics, Inc. All rights reserved.

Subscription rate: $148 a year.

Interview:

Robert Fox on The Latin American Tide

Robert Fox is a sociologist and demographer for the Inter-American Development Bank in Washington, DC. The opinions expressed here do not necessarily reflect the official position of the bank.

Q. You say that population growth is a key to understanding change in Latin America today. What can demographics tell us that we don't already know?

A. Plenty. But until recently, the data have been like a Greek chorus — lurking in the background, telling us something we're not prepared to accept. After 15 years of study, I can't escape these numbers. They point to future population pressures the likes of which we've never seen in human history. Latin America's population more than doubled in the last 30 years, from 150 million to 350 million. Increases were moderate in the southern cone nations (Argentina, Uruquay, Chile); but in a majority of South and Central American countries, growth remains at 2.7 to 3 percent or more a year.

Q. But hasn't the birth rate declined in Latin America as well as elsewhere in the developing world?

A. True, but a population that increases at an average annual rate of 2.5 percent instead of 3.5 percent still doubles in just 28 years, rather than 20.

Unfortunately the World Fertility Survey inspired headlines like "Population Time-bomb Fizzles." What we have failed to comprehend is the magnitude of growth in absolute numbers that occurred between 1930 and 1980 when technology lowered death rates and birth rates remained high. The latter take years to modify.

Today we have a population pyramid in which half the people are 18 years or younger (compared to a quarter of the population in industrialized countries). This massive youth population represents an awesome potential for growth. Look at the chart. If you arrest your thinking with the downward slope of birth rates, you'll mistake the direction of the tide.

I was stunned when I looked at the new CELADE* projections for the year 2025. Even with falling fertility, Latin Americans will number some 550 million by 2000 and 845 million by 2025. Despite what we call the current population crisis, we are still in the early stages of a growth cycle established a quarter of a century ago. Seventy-seven percent of that growth is still ahead of us.

Q. Latin America encompasses the vast South and Central American land masses. Isn't there room for development and dispersal?

A. Latin America consists of city-oriented societies, in contrast to other developing nations, like China, that are village oriented. Centuries of tradition foster a bias for urban capital investment and centrist political systems. The rural areas have always been looked upon as poor cousins. The contrast of wealth is dramatic and a surplus of rural labor flows irresistibly toward the cities. Everything accrues toward the cities until one, two or three large cities contain a majority of the urban population and even the nation. The population explosion *is* an urban explosion.

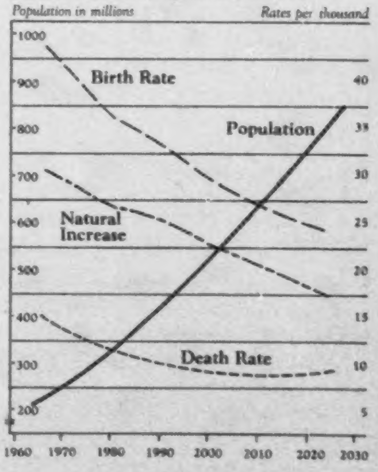
Q. What kind of problems result in the cities?

A. Apart from infrastructure — water systems, housing and serious environmental damage — we're talking about a surplus labor force. For 20 years the high birth rate population stayed home. Now it's coming out of the house. That's the issue that truly worries me. If you include severe underemployment, you're looking at an unemployment rate of 20 to 40 or even 50 percent. *That's* our starting point.

Today's Latin American labor force numbers 115 million. Now watch how it grows and remember, it's city-bound; 197 million by year 2000, or 150 million in the *urban* labor force in 2000. This is intractable. It's based on a population already born. Latin American cities would have to create an average of four million new jobs each year until

Continued on p. 11

Latin America, 1960-2020



**CELADE is the Latin American Demographic Center. The chart is CELADE's Demographic Bulletin Series A No. 168, Feb. 1981.*

Country Profile

The Dominion of Canada

When residents of the northern United States want to take a break and experience a "foreign" culture, they often escape to Montreal, Toronto, or Vancouver. United States residents feel comfortable with Canada at the same time they relish its differences.

Exporters feel the same way. Canada offers the opportunity for exposure to an international market without quite as many risks. It is close by and not as perplexing as the market in Japan or Venezuela.

Canadians share demographic trends with their U.S. neighbors: lower fertility after a post-World War II baby boom, an aging population, low mortality, changing family composition, and a rapidly growing number of households.

But, Canadians are not an extension of the U.S. market. In fact, they are likely to be offended at the suggestion. Rowland C. Frazee, chairman and chief executive officer of the Royal Bank of Canada, recently told an audience in the United States: "Canadians are accustomed to being told by Americans that we are just like you. Those statements are meant as compliments and arise from friendship; but they also prevent understanding of the ways we are different."

Bilingualism and international migration play a much larger role in Canada than in the United States. Both the population and the labor force are growing more rapidly than in the U.S. Businesses in Canada must take into account these realities.

Canada takes a census every five years, and the ability of Statistics Canada, that nation's census bureau, to track trends and produce data on every conceivable demographic and economic subject means there is little necessity for guesswork. The most recent census was taken in 1981, and as expected, it counted 24.3 million people, an increase of 5.9 percent over 1976.

Ethnicity

The most important difference between Canada and the United States, is Canada's bilingual culture. The Canadian experience may provide a glimpse into the future of the United States if the Latin American culture here keeps growing.

CANADA

Yukon
Northwest Territories
British Columbia
Alberta
Saskatchewan
Manitoba
Ontario
Quebec
Newfoundland
Prince Edward Island
New Brunswick
Nova Scotia
Edmonton
Calgary
Vancouver
Winnipeg
Quebec
Montreal
Ottawa-Hull
Toronto
Hamilton

•Census metropolitan area of 500,000 +

Although 63 percent of the Canadian population speak English as their mother tongue, one quarter of all Canadians speak French. Two-thirds of those who speak French live in the province of Quebec.

Eighty-two percent of the 6.4 million Quebeckers speak French; only 13 percent speak English. The other province with a greater than average French-speaking population is New Brunswick, where 34 percent of the population list French as their mother tongue.

In contrast, the largest ethnic minority in the United States — persons of Spanish origin — are only 6.4 percent of the U.S. population. Of them, only 2.8 million or 1.2 percent of the total population do not speak English well.

The French influence affects businesses in two ways:

— French-Canadians are an important market; advertising and products must be tailored to their needs, not simply translated from the English.

— The Official Language Act requires that French and English be used to designate the generic name on most pre-packaged consumer items. In addition, firms doing business in Quebec must conduct labor relations and communicate with employees in French, state their company name in French, and adopt a program to increase the use of French before they can obtain subsidies, government contracts, or other government concessions.

All government publications in Canada are published in two languages, English and French.

Marketing and product strategies in at least the provinces of Quebec and New Brunswick must take into account the French-speaking population.

Immigration

Canada has had more immigration than the U.S. Since World War II, an average of 140,000 immigrants per year have entered Canada. Although this is a smaller number than enter the U.S. annually, Canada's smaller population makes it proportionately equivalent to 1.4 million migrants entering the U.S. each year, about three times the actual number of legal immigrants that come to the U.S.

In 1979, about 14,000 Canadians took up residence in the U.S. In that same year 7,800 U.S. residents emigrated to Canada.

About 7 million people in Canada speak a language other than French or English. Many of them have maintained their own ethnic communities and, while they may speak English or French, prefer their own language.

In the province of Manitoba, for example, in 1976, 7.3 percent of the people listed their mother tongue as German; 6 percent as Ukranian; and 5.5 percent as French. In Alberta, only 2.5 percent of the people listed French as their mother tongue, while 4.4 percent listed German, and 3.6 percent listed Ukranian. There are significant groups of Italians in the provinces of Quebec and Ontario, and 1.9 percent of the people in British Columbia listed their mother tongue as Chinese.

The April issue of *Ad Forum* reports that Gillette reached the Italian-Canadian community in Canada (500,000 in Toronto alone) by broadcasting first-division soccer games from Italy.

"With heavy promotion and distribution of its Trac II and stainless steel products, Gillette reversed product usage dramatically: ly:80 percent of the males were shaving with the new products," *Ad Forum* says.

When ethnic counts are released for specific cities and provinces later this year, it will pay businesses to analyze them for potential markets.

Canada's age distribution is affected by international migration. Immigrants to Canada are younger, on average, than resident Canadians. Therefore, Canada's median age of 29.5 years is slightly younger than the U.S. median. Net immigration to Canada has been declining since 1977, however, when the government's immigration policies became more tied to employment.

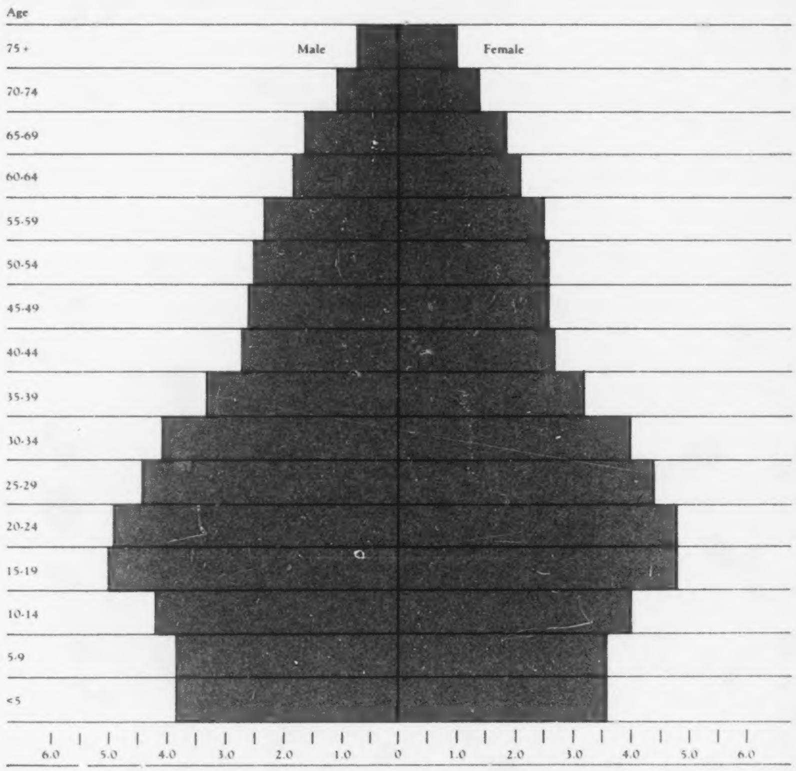
Regions and Cities

Fortunately for exporters, most of Canada's 24 million people live close to the country's Southern border. If they were spread across the land, which is almost the size of the Soviet Union, it would create a distribution nightmare, but about 90 percent of the land is unsettled.

Seventy-five percent of the population is urban, and 56 percent lives in the 24 Census Metropolitan Areas, similar to our Standard Metropolitan Statistical Areas.

Canada: Population by Age and Sex, 1980

(percent)



Age	Total	Male	Female
All Ages	23,936,300	11,887,200	12,049,100
0-4	1,783,800	914,900	869,900
5-9	1,775,700	910,900	864,800
10-14	1,940,800	993,700	947,100
15-19	2,360,400	1,206,900	1,153,500
20-24	2,331,500	1,180,800	1,150,700
25-29	2,114,500	1,055,100	1,059,400
30-34	1,940,900	975,600	965,300
35-39	1,552,600	784,300	768,300
40-44	1,284,500	647,700	636,800
45-49	1,250,400	631,300	619,100
50-54	1,220,300	604,700	615,600
55-59	1,164,300	557,700	606,600
60-64	934,800	441,600	493,200
65-69	820,500	381,400	439,100
70-74	605,700	269,500	336,200
75-79	419,100	175,500	243,600
80-84	248,400	92,200	156,200
85-89	123,700	42,400	81,300
90+	64,400	21,000	43,400

Sixty-two percent of the people live in the eastern provinces of Ontario and Quebec. Fewer than 70,000 people live in the Yukon and Northwest Territories neighboring Alaska, although these provinces grew rapidly between 1971 and 1981 — 26 and 31 percent respectively.

The 1981 Census counted 8.6 million residents of Ontario, the most populous province in Canada, containing 35 percent of the population, and a 12 percent growth rate in the last decade.

Quebec, with a 6.8 percent growth rate, had 6.4 million residents in 1981, or 26 percent of the total.

On the western coast, British Columbia and Alberta together contained 20 percent of the country's population. Just as the U.S. northwest has grown rapidly, these two provinces have had rates of growth above the national average in the past decade — 38 percent for Alberta and 26 percent for British Columbia.

The opportunities available for entrepreneurs in these high growth areas are enormous.

The remaining inland and Atlantic Maritime provinces account for 17 percent of the population.

Slower growth occurred in Prince Edward Island and new Brunswick (both at 9.7 percent), Newfoundland (8.7 percent), and Nova Scotia (7.4 percent). The lowest rates of growth were recorded in Saskatchewan (4.5 percent) and Manitoba (3.8 percent).

Population, Showing Numerical Distribution and Percentage Change, for Canada, Provinces and Territories, 1976 and 1981

	1976	1981	Percentage change
Canada	**22,992,604**	**24,343,181**	**5.9**
Newfoundland	557,725	567,681	1.8
Prince Edward Island	118,229	122,506	3.6
Nova Scotia	828,571	847,442	2.3
New Brunswick	677,250	696,403	2.8
Quebec	6,234,445	6,438,403	3.3
Ontario	8,264,465	8,625,107	4.4
Manitoba	1,021,506	1,026,241	0.5
Saskatchewan	921,323	968,313	5.1
Alberta	1,838,037	2,237,724	21.7
British Columbia	2,466,608	2,744,467	11.3
Yukon	21,836	23,153	6.0
Northwest Territories	42,609	45,741	7.4

Population for Census Metropolitan Areas, Showing Percentage Change, 1976 and 1981

	1976[1]	1981	Percentage change
Calgary, Alta.	471,397[2]	592,743	25.7
Chicoutimi-Jonquiere, Que.	128,643	135,172	5.1
Edmonton, Alta.	556,270[2]	657,057	18.1
Halifax, N.S.	267,991	277,727	3.6
Hamilton, Ont.	529,371	542,095	2.4
Kitchener, Ont.	272,158	287,801	5.8
London, Ont.	270,383	283,668	4.9
Montreal, Que.	2,802,547[2]	2,828,349	0.9
Oshawa, Ont.	135,196	154,217	14.1
Ottawa-Hull, Ont./Que.	693,288	717,978	3.6
Quebec, Que.	542,158	576,075	6.3
Regina, Sask.	151,191	164,313	8.7
Saint John, N.B.	112,974	114,048	1.0
Saskatoon, Sask.	133,793[2]	154,210	15.3
St. Catharines-Niagara, Ont.	301,921	304,353	0.8
St. John's, Nfld.	145,400[2]	154,820	6.5
Sudbury, Ont.	157,030	149,923	−4.5
Thunder Bay, Ont.	119,253	121,379	1.8
Toronto, Ont.	2,803,101	2,998,947	7.0
Trois-Rivieres, Que.	106,031[2]	111,453	5.1
Vancouver, B.C.	1,166,348	1,268,183	8.7
Victoria, B.C.	218,250	233,481	7.0
Windsor, Ont.	247,582	246,110	−0.6
Winnipeg, Man.	578,217	584,842	1.2

[1] *Based on 1981 area.*

[2] *Adjusted figures due to boundary changes.*

Canada's capital city, Ottawa, is the country's 12th largest, with 295,000 residents. The census metropolitan area surrounding Ottawa has 718,000.

Montreal is the largest city with a population of just under one million. Toronto ranks second with nearly 600,000 people. When the entire census metropolitan area is considered, however, Toronto takes the lead. The Toronto census metropolitan area contains 3 million people, while Montreal has 2.8 million. The only other census metropolitan area with a population of more than 1 million people is Vancouver, British Columbia.

Just as in the U.S., metropolitan population growth slowed in the 1970s. Between 1976 and 1981, 22 of the country's 24 metropolitan census areas gained population, but it was suburban growth at the expense of the inner cities.

Like surburbanites in the U.S., Canadians today shop at suburban malls more often than they go downtown. Work locations reflect the changed focus. In 1974, for example, 51 percent of metropolitan Toronto's jobs were located outside the city; only 21 percent were in the central business district.

Households and Families

Canada currently has more than 8 million households, compared to 80 million in the U.S., but the number of households has been growing at a faster rate than the total population, just as in the United States.

The growth rate in the number of households is expected to slow to 1.9 percent per year by 1991, compared with 3 percent in 1981; 10 million households are projected for 1991. Alberta is projected to have the fastest rate of household growth in the next 10 years, a 60 percent increase, followed by British Columbia and Ontario.

The growth in households (a household is defined as a person or persons who occupy a dwelling and do not have a usual place of residence elsewhere) is a boon for exporters in home furnishings.

The U.S. Commerce Department predicts that there will continue to be a "buoyant" market for furniture in Canada, "primarily because of a continual increase in the number of new households and the steady growth in the number of new entrants into the labor market."

The U.S. has the lion's share of the furniture import market, about 65 percent, and the Commerce Department says the Canadian market "can readily accommodate increased sales by additional U.S. firms."

Alberta and British Columbia present particular opportunities in household furnishings, and small electrical appliances because of their high rates of growth in both population and households, and because they are far away from Canada's consumer goods manufacturing centers.

Husband-wife families constituted 71 percent of all households in Canada in 1976, and are expected to decline to 64 percent of all households by 1991. There will be an increase in the proportion of non-family and single parent households between now and 1991, to about 27 percent and 9 percent, respectively.

Average household size is decreasing and is expected to be about 2.7 by 1991. In another nine years, the average Canadian household will be the same size as the average U.S. household was in 1980.

Products such as single-serving foods and small cooking utensils that have been developed for the smaller U.S. household may be appropriate for introduction in Canada throughout the 1980s.

Between 1976 and 1981, over 42 percent of the increase in the number of households was accounted for by householders under the age of 35, and 20 percent of the growth was from householders aged 65 and older. Growth in younger households is expected to decline in the future, accompanied by an increased growth in older households.

Products that have been developed in response to the aging U.S. market — low-sodium foods, for example — may be attractive in Canada as the population ages.

Housing

Apartments are the fastest growing type of housing in Canada — representing about 34 percent of all units. Single-family detached homes account for 58 percent of the Canadian housing stock. Single-family attached dwellings represent 8 percent of all units. Much of the housing growth is the result of the conversion of single-family attached units to apartments, and from the construction of high rise units in inner cities.

Canadians receive no tax incentives for homeownership as United States residents do, but almost the same proportion of them own homes or apartments — about 63 percent.

Just as in the U.S., Canadians are switching from oil to natural gas for home heating. In 1981, 42 percent of homes were heated with gas and 34 percent with oil; just three years before, 42 percent used oil and 38 percent used gas.

As in the U.S., the housing market has been hurt by high interest rates. If interest rates level out, baby boom demand for housing will peak during the 1980s and taper off thereafter.

Education

Education is one of Canada's largest industries. Nearly one-third of all Canadians are students, teachers, or educational administrators. Education ranks second only to social security in the government budget.

School enrollment is compulsory for children aged 6 to 15. As in the U.S., enrollment has been declining since the last of the baby boom cohorts left school.

Post-secondary education is split between universities and technical/vocational schools. Of the population aged 18 to 24 in 1978, 11 percent were enrolled as full-time university students, 7 percent as part-time students, and 8 percent as full-time technical/vocational students.

One change in Canadian education has been the increased post-secondary enrollment of women. Of all women aged 18 to 24, 18 percent were enrolled in post-secondary educational institutions in 1977, up from just 8 percent in 1961. In 1976, women made up 46 percent of all full-time post-secondary students. About 40 percent of total university enrollees are aged 25 and over.

Labor Force

Compared with other industrialized nations, Canada's labor force grew rapidly in the 1960s and 1970s. The labor force grew 42 percent between 1966 and 1977, a rate higher than in the U.S. and over twice that in France or Japan.

The country's population growth and the increased labor force participation of women account for the high rate of increase.

There are 11 million workers in Canada, with projections for 13.5 million by 1991. The U.S., by comparison, has 100 million workers.

Canadians are particularly interested in joint ventures that will allow them to create jobs for their labor force.

As Frazee told his U.S. audience earlier this year:

"Partnerships and joint ventures not only allow the union of separate strengths to work to a common goal, they give the foreign investor a friend and advocate with the local government. They provide additional sources of capital, technology, and management expertise."

He said the joint venture approach is "warmly welcomed" in Canada.

Statistics Canada, the statistical heart of the government, has developed a new indicator of economic activity called the employment-population ratio — the number of people actually employed as a proportion of the total working-age population (those aged 15 and over). The labor force participation rate, in contrast, includes both employed and unemployed persons. For example, the seasonally-adjusted labor force participation rate in Canada in March 1982 was 64 percent, while the employment-population ratio was slightly lower, 58.2 percent.

The employment-population ratio gives a more accurate picture of the number of people actually producing goods and services at one time.

Continued

Women joined the labor force in large numbers in the past two decades, and their participation rates are quickly approaching 50 percent, slightly less than in the United States.

The increase of women in the labor force has paralleled that in the United States and will affect the consumer market in much the same way.

Income

Median family income in Canada in 1977 was $18,565 (Canadian dollars). Median family income in the U.S. in 1977 was $16,009. Although Canada's median was higher than the U.S., it is difficult to make comparisons because of cost of living differences.

The highest median income for families was in Ontario ($16,433) and the lowest in the Atlantic provinces ($11,645). Newfoundland has the highest proportion of families classified as low-income (16 percent), while Ontario and Alberta have the lowest proportions of low-income families (9.8 percent.)

Consumption and leisure

Canadians and U.S. residents watch about the same amount of television — an average of 22 hours a week in the United States and 23 hours in Canada. Canadians spend more hours watching Canadian-English stations than either Canadian-French or U.S. stations.

About 98 percent of Canadian homes have both radio and television, and 56 percent of households are served by cable television.

A summary of household facilities and equipment in canada is presented in the table.

According to the U.S. Commerce Department, "Consumption of consumer durables is continuing to rise as a share of total consumption. Higher levels of education and standards of living — with the accompanying changes in attitudes toward ownership, travel and leisure — are creating a large specialized market for recreation and leisure equipment and associated services. Design, fashion, and quality are very important in selling products and are often a crucial factor when high customs tariffs have forced retail prices upwards."

Sources of information

The best place to obtain demographic data about Canada is direct from the source: Statistics Canada.

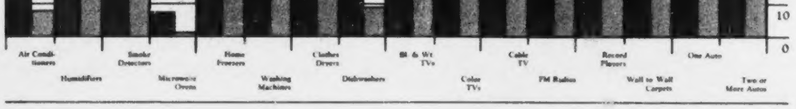
One copy of the 1982 *Statistics Canada Catalog* can be ordered free from User Services, Statistics Canada, Ottawa, Ontario K1A 0T6. Additional copies are $5 each.

Detailed information on population and households in Canada are available now on computer printout and from CANSIM, the machine-readable data base. In June those data will be available in print publications.

By Fall, 1982, detailed information on age, sex, marital status, type and tenure of dwellings, family composition, household characteristics, and language will be available. Toward the end of 1982, census tract data for each of the major metropolitan areas will be released. These tract data will include 75 selected characteristics such as population in private households, average number of persons per household, husband-wife families, single-parent families, number and ages of children, and so forth.

Household Ownership of Consumer Goods in Canada, 1971-1981

(percent households owning)



Two periodicals — *Statistics Canada Daily* and *Infomat* summarize statistical information as it becomes available and announce new publications.

Statistics Canada Daily (Catalog No. 11-001E) costs $75 annually in Canada and $90 outside. *Infomat* (Catalog 11-002E) costs $25 a year in Canada and $30 a year outside. (An E after a catalog number indicates the publication is in English; F is for French.)

Orders for subscriptions and publications listed below should be placed with: Publications Distribution, User Services Division, Statistics Canada, Ottawa, Ontario, K1A 0V7.

Statistics Canada has a Central Inquiries unit in Ottawa and an advisory services staff located in eight cities. A listing of them, including phone numbers, is shown.

Services provided in each office include professional consultation, data distribution and promotion, education, and data collection. The data collection service arranges the design, management, and implementation of surveys for governments, institutions, and private agencies.

Copies of a "Data User's Directory" that lists names and telephone numbers of individuals responsible for specific data sets are available by calling (613) 996-0153.

Names and addresses of market research firms are listed in *Canadian Markets 1982* compiled by the Financial Post and available for $50 from: Maclean Hunter Publishing Co., 481 University Avenue, Toronto, Canada M5W 1A7. Telephone (416) 596-5287.

In addition to population and income data for hundreds of Canadian communities, *Canadian*

Continued on page 11

Publications

The World Fertility Survey: Charting Global Childbearing, by Robert Lightbourne Jr. and Susheela Singh with Cynthia P. Green, March, 1982, Population Reference Bureau, Inc., 1337 Connecticut Ave. N.W., Washington, DC 20036, (202) 966-4441. $3.

Average family size is declining in many countries of Asia and Latin America, but not in sub Saharan Africa, according to this authoritative new report of findings from the World Fertility Survey. From interviews with 343,000 women between 1974 and 1981 in 42 developing countries and 20 developed countries, the survey is the first reliable picture of the number of children women are producing.

This report covers findings from 29 developing countries including Kenya, Lesotho, Senegal, and Sudan in Africa; Jordan, Syria, and Turkey in the Middle East; 10 countries in Asia; 12 in Latin America, plus the first findings on contraceptive use to be released from a comparative study of surveys in 16 developing countries.

The study found that fertility has dropped by at least one child per woman in Asia, Latin America and the Middle East, but not at all in sub-Saharan Africa.

Current fertility ranges from 4.6 children per woman in Latin American to 6.7 in sub-Saharan Africa, far above the 2.2 to 2.5 per woman average needed to end these countries' population growth in the long run.

Forty-eight percent of the women surveyed in 27 countries said they wanted no more children. The authors' analysis of data from 18 countries shows that preventing all unwanted births would have reduced these countries' average 1976 population growth rate from 2.2 percent (a doubling time of 32 years) to 1.3 percent (a doubling time of 54 years).

Average preferred family size in the 29 developing countries still ranges from three children in Turkey to nearly nine in Senegal, compared to just over two in developed countries. However, the youngest women, aged 15 to 19, preferred nearly two children fewer than the oldest women, aged 45 to 49 (3.8 versus 5.7, on average), which hints of fertility declines to come, the authors observe.

Statistical Abstract, 1981, Superintendent of Documents, U.S. Government Printing Office, Washington, DC 20402. $11 paper, $16 cloth.

A 37-page section of comparative international statistics is included in this latest offering, released in March.

Besides country information on population, death rates, birth rates, life expectancy, infant mortality rates, and so on, it also includes selected information on labor force participation, imports, exports, manufacturing, comunications and more.

World Military and Social Expenditures, 1981, by Ruth Leger Sivard, World Priorities, Box 1003, Leesburg, VA 22075, 43 pp. inc. tables, $ 4.

Compiled from the perspective that the "relentless growth of nuclear arsenals of the superpowers" and the "massive outflow of arms from the industrialized nations to the developing ones" must be reversed, this annual study provides a look at the effect of military spending on world population.

Do you want to know where the military-dominated governments in the Third World buy their weapons and receive training? A table and map provide the answers.

The booklet also shows graphically the effects of military buildup on prices, employment, and foreign development aid.

"No evidence more directly and starkly measures the impact of military expenditures on the social conditions than the fact that $550 billion now spent in one year for arms and armies equals the entire income of 2 billion people living in the poorest countries," says the author Ruth Sivard.

Citing the enormous gap between the richest fifth and the poorest fifth of the world's population, Sivard says that the poor "are a drag on the productive efforts of others" and "do not provide marketing opportunities for the world's commerce." Cities become "centers of social tension and violence" when they cannot provide even minimal needs for health, sanitation, housing, education, or jobs.

The publication's tables compare resources — human and military — for 141 countries, listing public expenditures in such areas as military, international peacekeeping, education, health, physicians, teachers, and armed forces, as well as military and social indicators such as population with safe water, population per hospital bed, infant mortality rates, and public expenditure per soldier.

Yearbook of Construction Statistics, 1972-1979. English only. Statistical Papers, Series U, No. 8, 233 pp. UN Sales No. E.82.XVII.2. Clothbound $US 25.00.

This is the eighth issue, and the first computerized one, in a series of annual compilations of statistics on construction activity. It includes data for 128 countries or areas on employment, wages, value added, fixed assets and more.

A table on building activity includes, when available, the number, area and value of residential and non-residential buildings authorized and completed. The number of dwellings both in urban and rural areas, by type of investor, is also shown.

In addition to the country tables, there are two international tables: one on dwelling construction, the other an index of construction activity.

Metric Laws and Practices in International Trade, A Handbook for U.S. Exporters, (Stock No. 003-009-00353-9), Washington, DC 20402. $4.75.

This handbook includes packaging and labeling requirements for 55 countries as well as the European Communities and 19 countries not listed in the 1976 edition.

There is a 1985 deadline for European Communities' metric labeling and packaging. ●

Sources

The United Nations: Demographers to the World

If there were such a thing as a world census bureau, it would probably be located at the United Nations.

Fortunately, for people who need international data, the United Nations Secretariat maintains two offices that are responsible for compiling, analyzing, estimating, and projecting demographic statistics for every country of the world.

Unfortunately, for those who work in the Population Division and the Statistical Office of the Department of Economics and Social Affairs, it is not easy to work with countries whose statistical practices range from no vital registration system and no census to ones that produce population statistics every month.

Despite the inadequacies of some of the available statistics, the Statistical Office's Demographic and Social Statistics Branch, directed by William Seltzer, compiles the "Demographic Yearbook," an international demographer's bible. Each year national statistical offices respond to a lengthy questionnaire from the branch. The yearbook includes only a selection of all the data that result.

In addition to demographic and economic statistics for all the countries of the world, each yearbook features complete data on one of four topics — births, mortality, marriage and divorce, or migration — repeating them in a four-year cycle. The newest issue, covering data for 1980, features mortality (Sales No. E/F. 82.XIII. 1, price not yet set; also available in microfiche).

Because statistical practices vary widely from country to country, the yearbook is heavily annotated to help readers make valid comparisons. Seltzer believes that responding to a standard questionnaire makes the statistics that countries report more comparable than they would be if they were taken from the nation's own published reports.

The Demographic and Social Statistics Branch assists countries in improving the quality and relevance of their data by preparing handbooks and manuals for collecting demographic statistics and by working with the U.N. Fund for Population Activities to help developing countries establish the basic components of a demographic data system: censuses, household surveys, and vital registration systems.

"International statistics depend on strong national statistical systems producing robust national statistics," according to Seltzer.

User surveys show that in the United States the most frequent readers of the "Demographic Yearbook" are government employees and academics.

"In this country, at least," Seltzer says, "there has been insufficient realization of the value of this data for planning marketing strategies in the commercial sector." In contrast, the Japanese have translated and published the yearbook for years; it has a heavy sale there.

To celebrate the yearbook's thirtieth anniversary, the 1978 edition included a special historical supplement. Over 1,100 pages long, this volume contains data back to 1948 for population size, age, sex, urban/rural residence, fertility, mortality, marriage, and divorce for all the countries or areas for which data were available. In addition to the book, which costs $48 ($42 soft cover; Sales No. E/F. 79. XIII.8), the data are also available on computer tape. (Write, Director, Demographic and Social Research Branch, Statistical Office, United Nations, New York, NY 10017, for details.)

10017, for details.)

For more up-to-date but less detailed data, the Demographics and Social Statistics Branch publishes the quarterly "Population and Vital Statistics Report." Subscriptions cost $15 a year, single copies $5.

Compendiums

The branch also takes the lead in pulling together a "Compendium of Social Statistics." Like the U.S. statistical system, the U.N. system is relatively decentralized.

While the Secretariat is responsible for population statistics, the International Labor Office produces labor force and consumer expenditure statistics, the World Health Organization health statistics, the Food and Agriculture Organization agricultural statistics, and the U.N. Educational, Scientific and Cultural Organization education statistics. The most recent compendium includes data for 1977 ($35; Sales No. E/F. 80. XVII.6). A new one will be prepared in a few years; in the meantime the branch is preparing a "Compendium of Human Settlement Statistics," which will place housing statistics in a broad context of urban planning, the environment, and living conditions.

Population Division

The Population Division, directed by Leon Tabah, is responsible for estimating and projecting the population of the world, the more developed and less developed regions, eight major areas and 24 regions, and 210 countries, territories, and areas. The most recent projections are for five-year periods up to the year 2025, and are published in "World Population Prospects as Assessed in 1980" ($9; Sales No. 81. XIII). Computer tapes containing more detailed data can be obtained for approximately $100 by writing the Director, Population Division, Department of International Economic and Social Affairs, United Nations, New York, NY

10017. Revised every two years, the next set of projections, based on 1982 data, will be available in 1983.

The Population Division also analyzes population characteristics and trends, paying close attention to migration, urbanization, mortality, the family, and fertility. Detailed reports are published in the series "Population Studies," listed under "Demography" in the UN catalogue "United Nations Publications in Print." In addition, every two years the division issues a report that summarizes its most recent studies. The latest one — "Concise Report on the World Population Situation in 1979: Conditions, Trends, Prospects, Policies" — costs $7 (Sales No. 80. XIII.4).

The Population Division's project of monitoring population policies is a unique program, says Tabah. The division maintains a file for each member country which it uses to analyze the government's attitudes, perceptions, and actions regarding such issues as migration and fertility.

Much of the U.N.'s demographic research is done by the U.N. Fund for Population Activities (UNFPA) part of the U.N. Development Program.

Its mandate is to promote awareness of population issues and to assist developing countries in any way they request, including help in developing demographic data collection systems, according to the Fund's director, Stafford Mousky.

The UNFPA has an extensive array of publications available; for a free catalogue, "List of Publications and Audiovisual Aids," write the Information and Public Affairs Division, UNFPA, 220 East 42nd St., New York, NY 10017. Free publications include the monthly UNFPA newsletter, "Population."

The quarterly journal "Populi" covers a broad range of population issues and features special country reports. It can be ordered from the UNFPA ($10 a year; $2.50 single copies), as can the series of "Population Profiles" — monographs that summarize the population situation in a given country or give an overview of a current population issue. There are now 19 monographs in this series; they cost $2.60 each.

The U.N. Sales Office publishes several catalogues, including "United Nations Publications in Print," "United Nations Periodicals," and "Microfiche Price List." Write United Nations Publications, Room A-3315, New York, NY 10017 for free copies. Standing orders for recurrent publications of particular interest are also possible. To order a single publication, give the title and sales number; the U.N. will pay the postage if payment is enclosed with the order.

There is also a national distributor of U.N. publications. Called UNIPUB, it is located at 345 Park Avenue South, New York, NY 10010; (212) 686-4707. UNIPUB offers free catalogues of all the publishers it represents as well as free brochures of publications available in subjects like population.

The U.N.'s demographic staff is not equipped to answer telephone requests, and it is probably easier to find the right person in its complicated bureaucracy by writing the appropriate office. Help in finding the appropriate office is offered by the Public Inquiries Office, United Nations, New York, NY 10017, (212) 754-7721. ●

—Martha Farnsworth Riche

Interview/*con't. from p. 3*

2025. The U.S. with an economy five times larger, averages two million new jobs per year.

Q. If the population explosion is real, why don't we see more of it in our daily lives?

A. We do, but it goes by other names and is manifest in different ways. Political destabilization in Central America is largely due to the number of people who can't find work. Where do you think those kids come from who parade on your TV screen? The mothers of the 10, 11 and 12 year-olds hustle them out to wash clothes for the soldiers. That's gainful employment. We also have massive, clandestine international migration. The rural areas are saturated, the cities are saturated; all sorts of streams have emerged. If you were Mexican and couldn't find work, what would you do? You'd go North!

Q. Are these forces at work in El Salvador?

A. Yes. It is one of the two most densely crowded countries in all of Latin America. Between 1950 and 1980 the population rose from two to five million and the labor force almost doubled to 650,000 in 1975. It will reach 3.2 million in 2000 and 6.4 million by 2025. You have a rigid system of land tenure, an agricultural system which grows for export — and now a labor force zooming upward with nothing to do. Believe me, you've got problems.

Q. What action can be taken? Who is concerned about this?

A. Precious few people. First you have to remember that Latin America is 20 or so very different countries with diverse attitudes. Second, a strategy like decentralization isn't simple in a centrist system. Also, the secondary and tertiary cities are growing as fast as the primary cities, so they can't absorb much. As for rural areas, there is talk of agricultural self-sufficiency, but this is an attempt to reduce imports by subsidizing large-scale farming. Tractors will exacerbate the flow of labor to the cities. We are really in uncharted water. This kind of growth has never happened before — anywhere. This tide is pressing on antiquated socioeconomic systems and the Greek chorus has begun to fill the stage. ●

—Susan Bernstein

Canada/*con't. from p. 8*

Markets 1982 provides 1981 estimated retail sales in categories such as food stores, furniture, appliance, TV and radio stores, and motor vehicle dealers.

The July/August 1980 issue of *American Demographics* carried an article on demographic trends in Canada and a comprehensive article on services available from Statistics Canada. It is available from the magazine, P.O. Box 68, Ithaca, NY 14850. Telephone (607) 273-6343, $4 an issue. ●

—Daphne Spain

The Caribbean Basin

Jon Crispin

The 21 islands of the Caribbean Basin have a combined population of 31 million people.

Six of the islands account for 29 million of those people. The six most populous islands, in descending order, are Cuba, Haiti, the Dominican Republic, Puerto Rico, Jamaica, and Trinidad and Tobago. The remaining 15 islands have small populations, ranging from a high of 305,000 in Guadeloupe to a low of 7,000 in the Turks and Caicos. The British Virgin Islands, Turks and Caicos, and Montserrat, have fewer than 15,000 each.

The smaller islands had the highest annual growth rates in 1981. The fastest growing was the Cayman Islands, at 3.7 percent, with a population of only 18,000. Five other islands, are growing from 2.2 to 2.9 percent per year, which means their populations will double within 30 years if they continue to grow at these rates. The United States' annual rate of growth is about 1 percent.

Because most of these islands recently took a census, few of them have detailed current data available.

With the exception of Haiti and the Dominican Republic, few of the Islands are dependent on agriculture. Only half a dozen islands — Dominica, Cuba, Guadeloupe, Grenada, St. Lucia, St. Vincent and Grenadine — had even 30 percent of their populations working in agriculture.

The table presented here was prepared by the country specialists in the international program of the U.S. Census Bureau under the direction of Sylvia Quick.

In support of President Reagan's Caribbean Basin Initiative, the U.S. Commerce Department recently established a Caribbean Basin Trade, Investment and Business Information Center within the International Trade Administration. For information on opportunities for U.S. business there, call (202) 377-2527. ●

The Caribbean Basin

	1982 pop. est.	*Annual Growth Rate 1981-82*	*Total Fertility Rate**	*% Labor Force in Ag.**	*% Urban**	*Last Census*
Antigua	77,000	1.3	2.61	12	34	1981
Bahamas	237,000	2.8	2.54	8	60	1980
Barbados	252,000	0.5	3.02	17	41	1980
British Virgin Islands	13,000	1.6	(NA)	8	12	1980
Cayman Islands	18,000	3.7	(NA)	(z)	100	1979
Cuba	9,771,000	0.8	2.18	30	69	1981
Dominica	80,000	0.6	6.58	40	27	1981
Dominican Republic	6,013,000	2.7	5.85	56	49	1981
Grenada	109,000	1.0	4.64	35	15	1981
Guadeloupe	305,000	−0.7	4.62	33	40	1981
Haiti	6,054,000	2.2	5.48	74	24	1971
Jamaica	2,295,000	1.2	3.66	29	41	1970
Martinique	302,000	−0.8	4.60	29	46	1981
Montserrat	12,000	0.2	(NA)	21	11	1980
Netherlands Antilles	247,000	1.0	(NA)	1	32	1981
Puerto Rico	3,604,000	0.4	2.81	7	58	1980
St. Lucia	119,000	1.4	(NA)	40	17	1980
St. Vincent & Grenadine	121,000	2.9	7.33	30	14	1980
Trinidad & Tobago	1,104,000	1.6	3.12	12	29	1980
Turks & Caicos Islands	7,000	1.9	(NA)	16	43	1980
Virgin Islands	100,000	2.3	5.30	1	24	1980

NA—Data not available. Z—Less than 0.5 percent

**Data years range from 1960 to 1981, but in each case the data are the latest available.*

CO200-1

Vol. 1, No. 4 July 1982

INTERNATIONAL DEMOGRAPHICS™

Carol Spence

International Traffic Jams

If you think it is dreadful getting to work in Manhattan or Los Angeles, try Abidjan, capital of the Ivory Coast. There, where half the low income people live at least nine miles from their jobs, the commute to work can take four hours each way. The World Bank found that the typical commuter spent 30 minutes walking, and more than three hours changing public transportation at least twice.

The modernization of cities in the developing nations, combined with their rapid urban growth, has forced the working poor in many developing countries to move from city centers to the outskirts.

Because public transportation fares represent such a large chunk of family income, 60 percent of all trips in African cities are still made on foot, and many people can't look for work outside their own neighborhoods, according to a recent issue of The World Bank *Report*.

Even when buses are available, one designed to carry 80 passengers rarely holds fewer than 100 people — not an attractive prospect for carrying purchases home.

Effective transportation is vital to firms trying to import, export, or distribute goods within a country. Accessibility to employees is important for choosing where to build a manufacturing plant or locate office space. While a downtown location may be best for a business, getting to it may pose enormous frustrations for employees.

People's transportation habits often affect their shopping habits. Do families own cars? Do they use them? Do they buy groceries once a week or do they shop daily? Do they expect home delivery of even small purchases?

U.S. firms used to consumers whose shopping habits revolve around the family automobile must change their thinking where cars are scarce and transportation is inefficient.

A city that is congested may not be hopelessly so, the World Bank reports. Bank urban planner, Peter Midgely, says some cities have successfully eased traffic, using relatively simple solutions.

Traffic signals increased travel speeds by 20 to 24 percent in Bangkok, and delays at intersections were reduced by 20 percent, representing fuel savings of 900,000 hours in wasted idling time.

Although car ownership doubled in the late 1970s in Tunis, a combination of traffic control techniques reduced the daily peak period from four hours to 30 minutes.

Midgely said planners have learned that public transportation must be made attractive and convenient enough to reduce the reliance of the growing middle class on their cars. In

continued

Inside

Techniques: How to detect errors in age data 3

Singapore: Small, but dynamic . . . 4

Sources: The U.S. Bureau of Labor Statistics has foreign data 10

Census Update: India's cities 12

Hong Kong, a variety of public transportation services includes minibuses that carry workers to residential areas. The fares are slightly higher, but the service is better, with the smaller buses acting almost like taxis, picking people up and dropping them off on demand.

When an express bus lane was created in Abidjan, travel time on public transport was halved in just six months. After one-way streets were established, delays were reduced 26 percent. •

Around the World

Japan's Aging Workforce

Like the United States, Japan experienced a post-World War II baby boom, but while the boom lasted about 18 years in the U.S. it lasted only three years in Japan. As a result, Japan's labor force is aging more rapidly than that of the U.S.

How Japan copes with this problem will become a model for other Asian countries such as Taiwan and the Republic of Korea, according to researcher Linda G. Martin.

Martin suggests that Japan will be able to cope with the aging labor force because its wage system is reasonably flexible and government and private enterprise are devising innovative policies to accommodate the older labor force.

Some firms, particularly those with more than 30 employees, have been reluctant to allow workers to stay on past the age of 55 unless they agree not to have their wages and retirement benefits so closely tied to length of service. The Japanese government, however, encourages employers to continue workers past age 55 and to hire older workers. Subsidies, retaining incentives, and tax incentives have been offered for firms that continue workers beyond normal retirement age or recruit new employees from the ranks of the 55 to 64 age group.

Other ways Japan could cope with its aging labor force, Martin says, are to employ more women, encourage families to have more children, or encourage immigration to Japan by younger workers. Another alternative may be to send labor-intensive production work to labor-rich countries.

Source: "Japanese Response to an Aging Work Force" by Linda G. Martin, in *Population Research and Policy Review*, January, 1982, Elsevier Scientific Publishing Company, P.O. Box 211, 1000 AE Amsterdam, The Netherlands. Three times a year. $60.

African Family Plans

Nineteen African governments think their country's population growth is too high, 5 believe it is too low, and 26 think it is "satisfactory."

The attitudes are reported in the first in a five-part series of tables being produced by the Population Reference Bureau as an overview of the role of population growth in future development.

Besides indicating the official government perception of population growth, the first table also briefly summarizes family planning availability and the reason for encouraging family planning. Thirty-six African countries cite maternal and child health as the reason for permitting family planning.

Government support of family planning appears to be strongest among those countries wishing to limit population growth for "demographic" reasons (i.e. "a specific goal of reducing the population growth rate by encouraging smaller family size").

The PRB gives Ghana as an example of a country that has set a goal of reducing the growth rate from 3.1 to 1.8 percent by the year 2000.

Source: *Intercom*, The Population Reference Bureau, Inc., 1337 Connecticut Ave., N.W., Washington, D.C. 20036. Annual membership in the PRB is $25/individual and $100/institutional.

Europe's Housing Shortage

In some European countries, courtships of three to five years are not uncommon as couples wait until an apartment opens so they can get married and have a place of their own.

There is no relief in sight from the tight housing market.

One agency argues that Britain was short 240,000 homes in 1981 and predicts that by 1986, 450,000 new units will be needed.

In 1979, the latest year for which complete figures are available, the total number of dwellings completed in the nations of the European Community was 1.4 million, down sharply from the 1.8 million built in 1975.*

Some of the problem stems from Europe's post-World War II baby boomers who have grown up and want their own homes. Europe's baby boom was more pronounced than that in the U.S. and its subsequent drop in fertility has also been greater.

And, as in the U.S., the tight money market has contributed to the housing troubles, as has the soaring price of land.

Source: *Europe: Magazine of the European Community*, March/April 1982, 2100 M Street NW, Suite 707, Washington, DC 20037, (202) 862-9500. Bimonthly, $9 a year.

*Members of the European Community: Belgium, Denmark, Federal Republic of Germany, France, Ireland, Italy, Luxembourg, Netherlands, United Kingdom, Greece. •

INTERNATIONAL
DEMOGRAPHICS

Publisher: *Peter Francese*
Executive Editor: *Bryant Robey*
Editor: *Doris Walsh*
Research Director: *Cheryl Russell*

International Demographics (ISSN 0731-5414) is published monthly by American Demographics, Inc., P.O. Box 68, Ithaca, N.Y. 14850. Telephone (607)273-6343.
© 1982 by American Demographics, Inc. All rights reserved.
Subscription rate: $148 a year.

Measuring the Accuracy of Age Data

Along with vital statistics (births and deaths), statistics on age and sex are demography's building blocks. The age distribution of a country's population has an impact on its social and political structure, and the level of economic activity.

Every national census collects age data, as do many administrative records systems. Because age data are vital to firms that sell consumer goods it is important to be able to assess the quality of the data. In the developed countries, age reporting for administrative purposes is commonplace and questions on age are included in every modern census.

Age data are subject to a variety of errors. This article focuses on one kind of reporting error — age heaping — that results from the tendency of census enumerators or respondents to favor certain numbers when reporting age.

The United Nations defines age as "the estimated or calculated interval of time between the date of birth and the date of the census, expressed in completed solar years." This is the Western concept of age. There are areas in the world, particularly in the Orient, where age is defined differently. In some cultures, the date of birth may have no cultural meaning. Yet age data are typically collected in national censuses by asking for the respondents' age at last birthday, or date of birth. In some national censuses, like the United States census, both questions are asked — current age and date of birth — and the information on date of birth is used as a check on reported age.

Both questions assume that the respondent has a clear idea of when he or she was born. This may not be true for countries with low levels of education and for elderly respondents. The date of birth may not have been recorded, or elderly respondents simply may not remember when they were born.

When a respondent is uncertain, age must be estimated. Both the respondent and the census enumerator may have certain biases that can result in errors.

The most common form of age heaping occurs when respondents or enumerators favor ages ending in "0" or "5." When this occurs there also is a dislike of ages ending in "1" or "9." The result, in countries where this is a problem, is too many people at ages ending in "0" and "5" and too few people at ages ending in all other digits. A variation of this kind of "digit preference" occurs when respondents report a year ending in "0" as their year of birth. If the census is conducted in a year that ends in "0," the result may be a preference for that digit. If the census is conducted in a year ending in "5," that digit may be preferred. Censuses conducted in years ending in other digits will show different patterns of preference.

Other forms of digit preference occur less frequently than the "0" and "5" preference. Even numbers are often favored over odd numbers; the age "0" (before a child's first birthday) is usually underreported, and there may be avoidance of certain numbers for superstitious or cultural reasons. People in the Western countries, for example, tend to avoid the number 13.

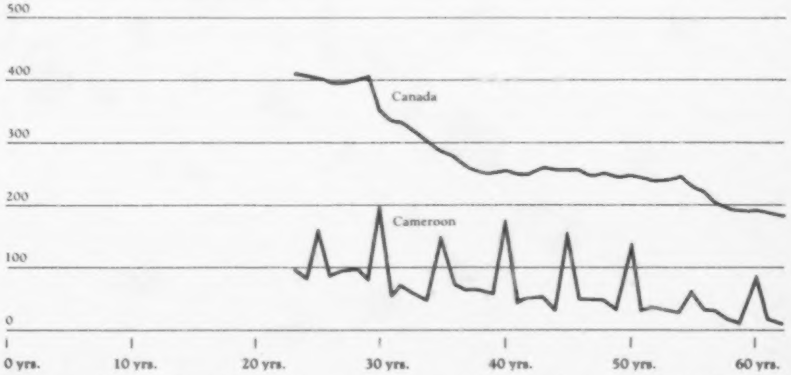
Age heaping is most obvious in population data reported by single years of age. By grouping a population into 5-year or larger age groups, a researcher can minimize the impact of age heaping. However, for some analysis the finer age detail is necessary, and age heaping can cause problems.

Because the preference for reporting age in digits ending in "0" and "5" is so widespread, researchers have devised indexes to measure the preference for these digits. The most commonly used is Whipple's Index, which measures heaping on "0," or on both "0" and "5." If used to measure heaping only on "0," the index is constructed by dividing the sum of the age groups with ages ending in "0" by one-tenth of the total population. This index is usually restricted, however, to the age range 23-62 because ages outside that range are subject to many more

continued on page 9

Population By Age:
The Effects of Age Heaping

in thousands



Single year of age data from the 1976 Censuses of Cameroon and Canada show age heaping in Cameroon and none in Canada.

Data Source: United Nations

Country Profile

The Republic of Singapore

An executive in Singapore's largest industry, electronics, might not buy snake bile and rice wine to cure rheumatism, but if one of the industry's 87,000 employees did, he or she could find it in Chinatown. People who work for Singapore's next largest employer, manufacturers of oil rigs, can find plenty of Western theme bars and country music after hours.

Such contrasts are characteristic of Singapore, a cosmopolitan city-state at the crossroads of international trade and finance. Until 20 years ago Singapore still had death houses where elderly Chinese were taken to wait for the end, but a strong central government has directed the country toward modernization by extensive industrialization, urban renewal, and population control.

Urban City-State

Singapore is one of only a few small countries* that are classified as 100 percent urban. It is the only other city-state besides Hong Kong with more than one million residents. Located at the tip of the Malayan Peninsula, the island of Singapore is connected to Johore (West Malaysia) by a causeway. Although the country was once briefly a part of Malaysia, in 1965 it became an independent sovereign republic and member of the British Commonwealth.

Singapore is sometimes called a "garden city" because it is one of the cleanest in Asia. Since becoming the world's third-largest oil refining center, however, Singapore has taken on the additional designation of "Houston East." It is the second-largest manufacturer of off-shore oil rigs and has the world's third busiest port. Because of its location at the intersection of air and sea traffic, Singapore has become a production and distribution base for many international corporations. Singapore's rapid economic growth has moved it from the status of a developing country to that of a developed nation by international standards.

The extent of Singapore's reliance on foreign trade is reflected in its population figures. On Census Day, June 24, 1980, the government counted nearly 9,000 foreign visitors in hotels and 5,500 ship's crews and passengers. These were in addition to the 2.4 million usual residents the census counted.

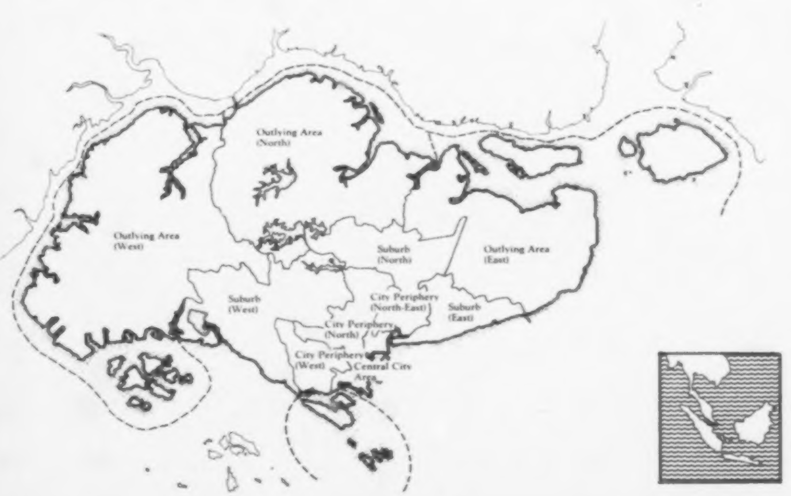
Singapore's population grew 16.4 percent during the 1970s, up from 2 million. Most of this growth was due to natural increase (the excess of births over deaths), since immigration was insignificant over the decade. The country is only 230 square miles in size (about the size of Chicago). Its density is one of the world's highest at over 10,000 persons per square mile. A successful family planning policy kept the average annual growth rate at 1.5 percent between 1970 and 1980, compared with an annual rate of 2.8 percent during the 1960s. The population is projected to number 3.1 million by 2000.

Geographic Distribution

The Singapore Census Bureau has divided the island into ten census areas composed of census divisions and census districts. There were 69 census divisions and 215 census districts in 1980.

The ten census areas have been classified into four broad categories according to their distance from the city center (see map). The congested central part in the south central portion of the island is known as the "Central City Area." The second category, The "City Periphery," consists of the Northeast, North, and West census areas just outside the Central City. Beyond the periphery is the "Suburb," also comprised of three census areas (the East, North, and West), and beyond that is the "Outlying Area" which is farthest from the Central City and comprised of the last three census areas (East, North, and West).

SINGAPORE: CENSUS AREAS



Others include Hong Kong, Bermuda, Monaco, Gibralter and Macao.

Thirty-seven percent of the population lived in the City Periphery in 1980, where most of the high-rise public flats and Queenstown are located. The Suburb accounted for 30 percent of the population, and the Outlying Area for 27 percent of the total. The smallest proportion of the population, 6 percent, lived in the Central City Area.

The Central City Area lost 34 percent of its population between 1970 and 1980, due mainly to urban renewal. All other census divisions gained population.

The Central City Area's population profile was shaped by early migrants who came to Singapore without their families. Its population is older, therefore, with more males than females (a sex ratio of 116 males per 100 females), and a higher proportion of foreign-born residents.

As distance from the Central City Area increases, the population becomes younger. The census area with the most youthful population is Outlying Area-West, which contains the industrial town of Jurong. Outlying Area-West was also the destination of a recent influx of foreign manufacturing production workers.

Ethnicity

The Chinese are the largest ethnic group on the island, 77 percent of the population in 1980. Malays represent 15 percent of the population, and Indians 6 percent. Despite the ethnic mix of the population, the government promotes a strong sense of national identity among Singaporeans. Intermarriage among ethnic groups is rare.

Singapore has a thriving Chinatown. Located on one square mile in the Central City Area near the business district, Chinatown is a food and merchandise market for Chinese ethnics looking for the specialties of their mainland provinces. Business clubs and clan associations for the worship of ancestors are also found there. Chinatown escaped most of the urban renewal of the 1970s that demolished much of the old Central City Area housing.

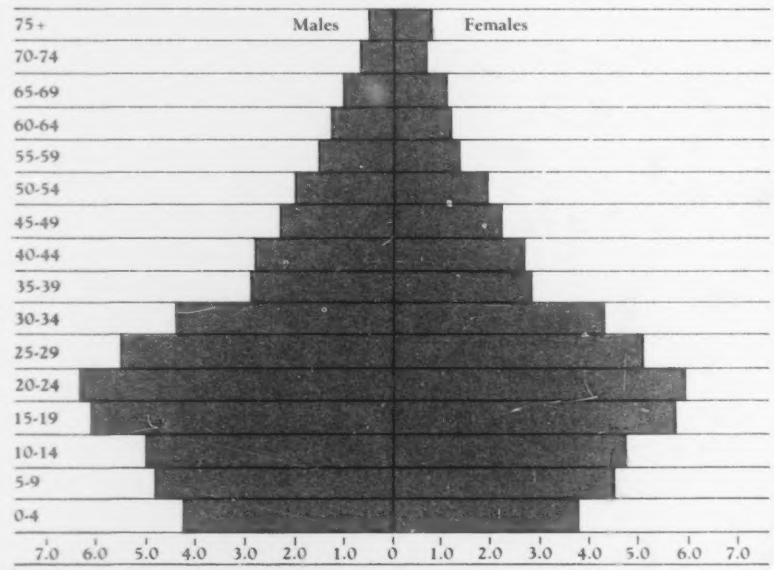
The religion with the largest following in Singapore is Taoism, (29 percent); close behind is Buddhism (27 percent), followed by Islam (16 percent) and Christianity (10 percent). Thirteen percent of the population do not believe in any religion.

Malays are overwhelmingly followers of Islam (99 percent). The majority of Indians are Hindus (57 percent), but the Chinese show no religious majority: 38 percent are Taoists, 34 percent Buddhists, and 11 percent are Christians.

Because the religious traditions of a people influence their attitudes and behavior, advertising campaigns and the choice of products to sell in Singapore must take account of this mixture.

Age Distribution

Singapore's age profile is slightly younger than that of the U.S., but it is aging for the same reasons: declining fertility and aging baby-boom cohorts. In 1970, almost 40 percent of the population were under age 15 and less than 6 percent were aged 60 and over. In 1980, approximately 27 percent of the population were under 15 and those aged 60 and over were 7 percent of the population.



Singapore: Population by Age, 1980

(percent)

Population of Singapore by Age and Sex, 1980

AGE GROUP (years)	Persons	Males	Females
TOTAL	2,413,945	1,231,760	1,182,185
0- 4	193,684	100,847	92,837
5- 9	223,883	115,770	108,113
10-14	235,556	120,857	114,699
15-19	287,420	148,236	139,184
20-24	296,192	152,832	143,360
25-29	253,531	129,407	124,124
30-34	211,040	107,368	103,672
35-39	135,767	68,882	66,885
40-44	131,475	66,497	64,978
45-49	107,245	54,756	52,489
50-54	93,136	48,322	44,814
55-59	71,384	36,989	34,395
60-64	59,708	29,795	29,913
65-69	49,310	23,737	25,573
70-74	33,344	15,429	17,915
75-79	18,616	7,857	10,759
80 +	12,654	4,179	8,475

Fertility in Singapore has declined as women have postponed marriage, advanced their education, and joined the labor force. Women in the labor force averaged 2.4 children compared with 3.8 for women not in the labor force. Ever-married Malay women had the highest fertility, 3.8 children, while women of other ethnic groups (European and Euroasian) had the lowest, an average of 2.2 children. Chinese and Indian women averaged 3.3 children each.

The government began an active family planning program in 1965. Public health clinics provide contraceptives; abortion on demand was legalized in 1974, and voluntary sterilization is encouraged. No maternity leaves are allowed after the second child, and income tax deductions are permitted for the first two children only. Third children are denied a free public education and other public benefits.

Housing

A "house" in the Singapore census is defined as a building, part of a building, or a covered space used or intended for use by one or more persons as living quarters. Each census house must have its own separate entrance with direct access to a road or street.

Singapore's housing falls into roughly six categories: bungalows and terrace houses (both detached and semi-detached); public flats (built by a public housing corporation or other government body); private flats built by the private sector; shiphouses; attap (thatched) and zinc-roofed houses; and others (labor quarters, a room in a workshop, etc.).

The 1980 census counted 467,000 occupied census houses; another 46,000 houses were unoccupied at the time of the count.

Public flats comprised 72 percent of all housing in 1980, a proportion that increased 181 percent since 1970, when only 39 percent of all housing was built by the government. This expansion in the number of public flats accompanied the demolition of poor-quality attap and zinc-roofed housing and shophouses. The government plans to produce more public flats during the 1980s and further reduce the number of shophouses and attap and zinc-roofed houses.

Households and Families

A private household in Singapore is one or more persons who live together in the same census house and who share common eating arrangements. Also included is a person living with others but having his own eating arrangements.

The census classifies private households according to the number of family nuclei. A family nucleus can consist of a married couple, a single parent with unmarried children, or a grandparent with unmarried grandchildren. There are seven categories of census households, reflecting the broad scope of familial arrangements. The "One-person Household" and "Other No-family Nucleus Household" are households with no family ties. There are three types of "One-family Nucleus"; married couples with or without children, married couples with one parent, and other family nucleus groups. There are two types of "Multi-family Nuclei": One is two generations of the same family; another is households with two unrelated family nuclei. The head of a private household is normally the eldest member or main wage earner.

The number of households grew from 380,500 in 1970 to 509,500 in 1980. This 34 percent growth was approximately twice the population growth rate. Unlike the U.S., this rapid household growth was due not to growth in the number of one-person households but to an increase in the proportion of one-family nucleus households. The increase in this type of household, from 73 percent of all households in 1970 to 78 percent in 1980, reflects the availability of public housing and greater economic independence that enabled young couples to set up their own homes. Multi-family nuclei households have declined from 12 percent to 10 percent of households in the past decade.

The proportion of one-person households declined from 13 percent to 8 percent during the 1970s. This decline has been occurring since the late 1950s, when immigration began to taper off. The early migrants, who were most likely to form one-person households, have either died or returned to their countries of origin. The Central City Area has a disproportionately large share of one-person households — 28 percent. These households are concentrated in dilapidated shophouses in the Kreta Ayer and Telok Ayer census divisions, where they make up two-fifths of all households.

One-family nucleus households comprise 80 percent of households in the Periphery and Suburb. The largest proportion of multi-family households are located in Outlying Area-East (13 percent), Outlying Area-North (13 percent) and Suburb-East (14 percent), where a more traditional extended family system still exists.

Among household heads aged 50 and over, there are a higher proportion of multi-family nuclei households, (18 percent) than among those under 50 (12 percent). Among households under age 30, there are more single-person households, reflecting the presence of large numbers of young foreign workers.

Average household size declined from 5.4 persons in 1970 to 4.7 in 1980. Malays had the largest households, with almost 20 percent containing 8 or more persons (a decline from 31 percent in 1970).

As more households have become affluent, homeownership rates have risen — from 30 percent of all households in 1970 to 55 percent in 1980. Another reflection of growing affluence is the decline in the number of households sharing a house, from 26 percent in 1970 to 12 percent in 1980. The average number of households per house decreased from 1.24 in 1970 to 1.09 in 1980.

Income

Even with 18 percent annual inflation, the real income of Singapore residents has increased. Self-employed persons recorded higher incomes than employees.

For the first time, a question on income was asked on the 1980 census. The Singapore statistical office cautions that because income is a sensitive topic, answers to the question may be unreliable.

In 1980, the average monthly income for a working person was S$585 (about $292 at 1982 exchange rates) 40 percent higher than in 1977.

As might be expected, the professional and managerial positions that require the most education paid the most. The highest earnings were among those in financial and business services, an average of S$929 ($434) per month. The lowest earnings were in construction, S$504 ($252) a month.

The average monthly household income in 1980 was S$1240 ($620). Current income of typical middle-class Singaporeans is about S$960.

People living in bungalows, terrace houses, and private flats had higher monthly incomes than those living in shophouses, attap, and zinc-roofed houses.

Education and Communication

In 1980, 84 percent of Singaporeans aged 10 and over were literate, up from 72 percent in 1970. A larger proportion of males than females are literate — 92 percent versus 76 percent. The number of literate women grew 64 percent between 1970 and 1980 and helped reduce the gap between male and female literacy rates for all ethnic groups. During the past decade, female enrollment in secondary schools increased at double the rate for men.

Of literate persons in 1980, 62 percent were literate in only one of the four official languages — Chinese (Mandarin), Maylay, English and Tamil. The largest group were literate in Chinese; second were those literate in English. Thirty-eight percent of the literate population were multi-lingual, almost double the proportion in 1970. The younger the age group, the higher the proportion of multi-lingual persons.

Singapore's educational system is voluntary. Among Singaporeans aged 6 to 17 in 1980, 85 percent were attending school, which is taught in all four official languages. English is considered the language of upward mobility, leading to white-collar jobs. It is the principal language of business, government, and education. As a consequence, the number of enrollments in English-speaking schools has been increasing.

Singapore's educational statistics show the "highest qualification" attained. This is the highest grade a person has passed or the highest level where a certificate, diploma, or degree was awarded.

Of the 1.6 million persons aged 10 and over in 1980, fully 35 percent had no educational qualifications. Forty-four percent had a primary education, 18 percent had secondary and upper secondary qualifications, and about 3 percent had attended college. Although the number of Singaporeans with secondary or higher qualifications has increased about 180 percent since 1970, the supply of highly educated workers has barely kept pace with the economy's demand for skilled and managerial labor. Many multinational corporations bring in their own skilled personnel or recruit labor from other Asian countries.

Radio and television communications cover almost the entire island. The Singapore Broadcasting Corporation Act of 1979 requires a license of anyone using a radio or television in their homes or cars. There were almost 400,000 radio and television licenses issued in 1980, up from 156,000 in 1970.

Radio and television programs are broadcast in all four official languages, and television programs usually are subtitled in a second language. Newspapers had a daily circulation of 616,000 in 1980, compared with 394,000 in 1970. Chinese newspapers have 50 percent of the market. English newspapers account for 44 percent of circulation, and Malay and other languages account for the remaining 6 percent. English-language circulation grew by 64 percent between 1970 and 1980, compared with a 56 percent growth of Chinese-language circulation.

Singaporeans are more likely to use bicycles than cars. A system of taxes on automobiles discourages car buying. Over 570,000 bicycles were registered in 1980, compared with 152,000 private cars. Motorcycles and scooters are the next most popular form of transportation, with 118,000 registered in 1980. Growth in the number of cars and motorcycles was moderate (7 percent and 12 percent, respectively) compared with that of bicycles (53 percent) between 1970 and 1980. The government's fight against pollution and congestion is working.

Over 700,000 telephones were installed in 1980. This was a tremendous increase from 1970, when only 161,000 phones were installed. There is approximately one telephone for every four people on the island.

The Labor Force

Singaporeans aged 10 and over are classified as "economically active" (working persons and those unemployed but looking for work) or "economically inactive" (neither working nor looking for work). Of the population aged 10 and older in 1980, 56 percent, or about 1 million, were economically active.

continued

Households by Household Income and Type of House, 1980 *(in percent)*

Monthly * Household Income ($)	Total	Bungalows & Terrace Houses	Public Flats	Private Flats	Shop-houses	Attap & Zinc-roofed Houses	Others
Total	100.0	100.0	100.0	100.0	100.0	100.0	100.0
Below 500	24.9	13.1	23.2	18.7	47.3	30.7	55.0
500 — 999	31.7	10.7	36.5	11.6	24.2	32.3	26.6
1,000 — 1,499	16.7	9.8	18.6	9.5	11.6	18.1	9.0
1,500 — 1,999	9.6	10.1	10.1	8.1	6.1	9.2	3.4
2,000 — 2,999	8.6	18.0	7.7	15.3	5.7	6.3	2.4
3,000 — 3,999	3.5	12.8	2.2	11.9	1.9	1.6	1.3
4,000 — 4,999	1.7	8.6	0.7	7.7	0.7	0.5	0.7
5,000 & Over	2.3	14.1	0.4	14.3	0.9	0.3	1.0
Not Stated	1.0	2.8	0.6	2.9	1.6	1.0	0.6
Mean Income ($)	1,240	2,786	1,048	2,576	817	940	760

Singapore dollars. A Singapore dollar was worth about 50 cents U.S. at the time of the census.

SOURCE: Singapore Department of Statistics, 1981

SINGAPORE: ARE ASIAN VALUES POSSIBLE?

The postwar economic miracle that catapulted Japan from a defeated nation into the world's third largest economy is the envy of many countries. Especially relevant is the fact that Japan has succeeded despite being a nation poor in most resources — except for people.

For a country like Singapore, which has limited land and no natural resources except its human ones, the lessons to be learned from the Japanese are compelling. That is why the government employs every conceivable means to urge the people of Singapore to use the Japanese as their mentors.

One of the government's primary concerns is labor turnover and work attitude. The term "job-hopping" has crept into the daily conversation of employers and employees, the former as they denigrate workers who move frequently from one company to another, the latter as they defend their quest for a better standard of living. At every turn, reference is made to the Japanese and their work attitudes.

Singapore's government has charged the National Productivity Board with the task of increasing worker productivity. This is necessary for the success of the country's "second industrial revolution," which is predicated on high technology and skilled manpower.

It would seem that the success formula of the Japanese lies in the fact that they are Confucian technocrats. If Singapore wishes to emulate the Japanese model successfully, Singaporeans will need to turn Confucianist and at the same time adopt modern technology as quickly and systematically as the Japanese did generations ago.

The government has taken steps to inculcate Confucian concepts among its people. But it isn't clear how successful these attempts will be in view of the country's heterogeneous population. The Japanese are a homogeneous people, educated in their own language.

Working against the Confucianization of Singapore is the people's basically-Western-oriented education. To begin with, the bulk of the people have been educated in the English language, though they speak and write a Singapore brand of English.

How to make people think in a Confucianist fashion while learning and using the English language with its concomitant Western values and thinking is the problem. Would the Japanese have developed the way they did if they had abolished their language and adopted English or German instead?

What Singapore is trying to do is to adopt the 19th century concept of "Eastern ethics and Western techniques," which modernizers in China and Japan tried to popularize.

Western values and philsophy are to be shunned as they would sow the seeds of decadence. But Western science and technology are to be freely borrowed because they will bring about material wealth and economic growth.

While Singaporeans are better equipped than their 19th century Chinese and Japanese counterparts to introduce foreign technology into the country because they have been educated in the English language, they may, by the same token find it harder to adopt Confucian philosophy and Asian value systems.

—Png Poh-Seng
Training Manager
Oversea-Chinese Banking Corp.

**This article is excerpted with permission from The Asian Wall Street Journal Weekly, May 24, 1982. p. 14. © Dow Jones & Co., all rights reserved.*

Seventy-two percent of men and 39 percent of women are economically active. The female labor force in Singapore has more than doubled since 1970.

Many factories are located in large housing estates with convenient transportation to work. Child-care facilities are expanding and the government grants tax relief for the dependent children of highly educated female professionals.

Because of Singapore's rapid economic growth during the 1970s, foreign labor was actively recruited. The result was an increase in the nonresident labor force from 3 percent in 1970 to 7 percent in 1980. The government estimates that the need to import skilled and professional workers will continue for several years.

Manufacturing was the dominant industry in 1980, employing 30 percent of the total work force. Production of electrical and electronic equipment and appliances employed the single largest number of workers.

Foreign Trade and Domestic Consumption

Singapore is a member of the Association of South East Asian Nations (ASEAN), formed in 1967 for the expansion of trade among the countries of Malaysia, Indonesia, Singapore, the Philippines, and Thailand. U.S. exports to the region in 1981 totalled $8.8 billion, making ASEAN the fifth largest trading partner of the U.S. U.S. exports to Singapore alone equalled $7.2 billion in 1980.

The largest category of U.S. exports into Singapore was machinery and transportation. A close second was petroleum products. Major imports from the U.S. were industrial, electrical, and power-generating machinery; office and business equipment; telecommunications equipment; scientific instruments; chemical products; and transportation equipment.

The Commerce Department has targeted five areas in which the U.S. could profitably export goods to Singapore in the future: metalworking equipment; medical equipment; computers and peripherals; security and safety equipment; and printing and graphic arts equipment, all rapidly growing fields. Sporting goods and recreational equipment also are expected to become a large market in the next decade.

Sources of Information

Detailed data from Singapore's 1980 census are available from the Chief Statistician of Singapore. Release Nos. 1 and 2 provide basic demographic characteristics of the population and cost S$4 (about $2) each. Release No. 3 on Literacy and Education also costs S$4. Release Nos. 4, on Economic Characteristics, No. 5, on Geographic Distribution, No. 6 on Households and Houses, No. 7 on Income, and No. 9 on Religion and Fertility each cost S$8. Release No. 8 is not yet out). These prices do not include postage. Direct orders can be placed with: Chief Statistician, Dept. of Statistics, Maxwell Road, P.O. Box 3010, Singapore 9050. Questions about a specific topic can be answered by Peter Way of the U.S. Bureau of the Census, at (301) 763-2834.

The Singapore Department of Statistics also publishes a "Yearbook of Statistics," which can be ordered for S$5. It is accompanied by a companion volume, Singapore Statistical Charts, which highlights data in graphic form. Its cost is S$11. Both can be ordered from Singapore National Printers Pte Ltd., Publications Sales Division, Ground Floor, Fullerton Building, Singapore 0104.

Foreign Area Studies of The American University publishes an *Area Handbook for Singapore* which summarizes basic facts on the social, economic, political, and military institutions of the country. The research for the 216 page book was completed in Dec., 1976. It can be purchased from the U.S. Government Printing Office, Washington, D.C. 20402. Stock No. 008-020-00651-3; Catalog No. D 101.22 550-184.

The Hong Kong and Shanghai Banking Corporation published a Business Profile Series for Singapore, dated July 1980. A copy can be ordered from 1 Queen's Road Central, Hong Kong. Telephone: 5-2677111. •

—*Daphne Spain*

Accuracy/ *con't from p. 3*

kinds of error than age heaping alone. In equation form Whipple's Index for measuring heaping on "0" is:

$$\frac{P_{30} + P_{40} + P_{50} + P_{60}}{1/10\,(P_{23} + P_{24} + P_{25} + \;\ldots\; + P_{60} + P_{61} + P_{62})} \times 100$$

The index ranges from 100 (no heaping) to 1000 (the entire population is heaped on ages ending in zero).

Whipple's index also can be used to measure heaping on both "0" and "5." In this form the index is the sum of the population in ages ending in "0" and "5" divided by one-fifth of the sum of the population aged 23-62. In equation form, this version of Whipple's Index is:

$$\frac{P_{25} + P_{30} + P_{35} + P_{40} + P_{45} + P_{50} + P_{55} + P_{60}}{1/5\,(P_{23} + P_{24} + P_{25} + \ldots + P_{60} + P_{61} + P_{62})} \times 100$$

The range lies between 100 (no heaping) and 500 (the entire population is heaped on "0" and "5").

There are other indexes of age heaping but Whipple's Index is the simplest to apply.

In order to show the effects of age heaping, age data from Canada and the United Republic of Cameroon are shown in the chart. Both countries conducted censuses in 1976. Only the data within the range measured by the Whipple's Index is included in the chart.

The results speak for themselves. There is little visual evidence of age heaping in the census results from Canada, but in the results from the Republic of Cameroon there are peaks at ages ending in "0" and "5." In addition, there is a consistent dip in the distribution at ages ending in "9."

After measuring the extent of age heaping in the data from the Republic of Cameroon, the question of what to do about it still remains. One way to minimize the impact of heaping is to group the data into 5-year, or larger, age categories.

When age grouping is inappropriate, however, the solution is to mathematically smooth the age data. Such techniques as quadratic interpolation, polynomial interpolation or osculatory interpolation do this.

In conclusion, when age data are important it pays to check them for errors. Age heaping is not a problem in North America or Western Europe, but most other countries will show some heaping. The problem is most severe in the least developed areas of the world. •

—*Michael J. Batutis, Jr.*

Accuracy Ratings of Census Age Data

Whipple's Index was used by the United Nations to rate the age data from national census held between 1970 and 1979. The U.N. developed five categories of age data based on Whipple's Index. The categories and the ratings for some countries are listed below:

Category I: Highly accurate data
Less than 105

Luxembourg 1970
Maldives 1974
Mauritius -
Island of Mauritius 1972
Monaco 1975
Netherlands
Antilles 1971
Niue 1976
Norfolk Island 1971
Norway 1970
Poland 1970
St. Pierre
and Miquelon 1974
Samoa 1971
San Marino 1976
Sweden 1975
Tonga 1976
Uruguay 1975
Australia 1976
Austria 1971
Canada 1976
Channel Islands
Jersey 1971
Christmas Island 1971
Cook Islands
1971 and 1976
Cuba 1970
Denmark 1970
Faeroe Islands 1977
Finland 1975
Germany, Federal
Republic of 1970
Greenland 1976
Isle of Man 1976
Italy 1971
Japan 1975
Korea, Republic
of 1975

Category II. Fairly accurate data
(105-109.9)

Barbados 1970
Fiji 1976
Greenland 1970
Mauritius
Rodrigues 1972
Spain 1970

Category III: Approximate data
(110-124.9)

Belize 1970
Chile 1970
Costa Rica 1973
Greece 1971
Guyana 1970
Portugal 1970
St. Kitts-Nevis
-Anguilla 1970
Trinidad and
Tobago 1970
Venezuela 1971

Category IV: Rough data
(125-174.9)

Bolivia 1976
Ecuador 1974
El Salvador 1971
Guatemala 1973
Haiti 1971
Honduras 1974
Iran 1976
Kuwait 1975
Libyan Arab
Jamahiriya 1973
Togo 1970

Category V: Very rough data
(175 plus)

Bangladesh 1974
Dominican
Republic 1970
Nicaragua 1971
United Republic
of Cameroon 1976

Source: *The U.N. Demographic Yearbook, 1979*

Sources

The U.S. Bureau of Labor Statistics

The Bureau of Labor Statistics in the U.S. Department of Labor is an unusual and little-known source of international data. Buried in the Bureau's Office of Productivity and Technology, the economists of the Division of Foreign Labor Statistics and Trade comb statistical reports from countries around the world. They adjust the data to fit the definitions and methods of the U.S. statistics to allow for realistic country-to-country comparisons of living costs, wages, and other labor statistics.

When the BLS asked members of its business advisory committee to help it decide what programs to jettison in response to the Reagan budget cuts, the business group ranked the foreign statistics program the second most valuable within the productivity office, just behind U.S. productivity data and ahead of productivity statistics for individual U.S. industries.

The BLS program is essentially a labor statistics program. Rather than looking at populations in general, it deals with the population that is active in the work force, both as producers and consumers.

Businesses are most interested in the figures that compare the hourly compensation costs for production workers in manufacturing, says BLS economist Patricia Capdevielle. Whether they are considering producing abroad or want to evaluate the cost conditions their competitors face, U.S. companies want to know how much, on average, businesses are paying in wages and other costs like vacations or pensions.

The BLS series compares costs in 34 manufacturing industries in 33 countries, including the major developing countries, by industry. Those interested in getting on the mailing list for this information can specify the countries or industries they want to keep tabs on.

Given the complexity of productivity measurement, the BLS compares productivity and unit labor costs for only eleven industrial countries. This series goes back to 1950, and is closely watched by government officials charged with monitoring how well our economy is doing relative to our competitors. The BLS releases these figures every May.

Since productivity affects how much wealth a country has to distribute among its population, the BLS compares real domestic product per capita and per employed person for nine industrial countries back to 1950. (New countries are being added now.) Newspaper and television reporters have been saying for some time now that the United States has been falling behind other countries in per capita income, but this judgement is premature according to the BLS figures.

Their figures are adjusted for price parity — they reflect what people can buy with their money — which makes them more meaningful than the simple comparisons journalists use to horrify or gratify the general public. That is because dividing a country's national product by its population and expressing the results in dollars, as the media does, usually tells more about the country's exchange rate policies than it does about its economic progress. In June, the BLS makes preliminary estimates available for the previous year. There is a separate mailing list for people who want to receive this information.

There is yet another mailing list for people who want information on the labor force and employment in industrial countries adjusted to U.S. definitions. Unemployment rates are available on a monthly as well as an annual basis. Labor force participation rates by sex, unemployment rates by age and sex, and employment/population ratios are available on an annual basis only.

The BLS also has data on the population and labor force for 49 countries. These figures, as well as figures on average weekly hours of manufacturing workers in the industrial countries, are published in the "Handbook of Labor Statistics," which the Bureau publishes every two years.

Companies interested in producing or marketing abroad may be interested in comparing consumer prices among countries. The BLS provides monthly consumer price indexes for 11 industrial countries, annual indexes for 15 countries, and monthly percent changes for 9 countries. Another series follows the annual implicit price deflator for consumer expenditures for nine countries. This is the measure of inflation economists generally prefer.

A measure of the living costs for 164 cities in 132 countries has been prepared by the BLS for the Department of State for many years. The State Department uses these indexes to calculate living allowances for its foreign service officers stationed abroad. As part of the BLS' economy moves, the "U.S. Department of State Indexes of Living Costs" is now scheduled to be sold by the Government Printing Office. The tentative cost is $6.50 for a four-issue annual subscription, $1.75 for a single issue.

The economists on the Foreign Statistics staff are so busy producing data that, with the exception of the living cost indexes, they can't spare the time to publish them. New figures don't even get standard BLS press announcements.

Consequently, the only reliable way to keep up with these figures is to get on one or more of the mailing lists the division maintains. The division has a complete "Inventory of Statistics on International Comparison," which shows all the statistics it produces, including those that it only uses internally. Write the Division of Foreign Labor Statistics and Trade, Office of Productivity and Technology, Bureau of Labor Statistics, U.S. Department of Labor, Washington, DC 20212, (202/523-9291) for the list, circle the items on the list you would like to see, and return it. If you put vour name on a mailing list, specify whether you are interested only in annual data, or whether you want the monthly data when it is available.

Those with computer facilities can access seven of the foreign statistical series via LABSTAT, the BLS data base the National Technical Information Service has made available on computer tape. LABSTAT includes the international productivity indexes, manufacturing compensation costs, unemployment rates, employment totals, and consumer price trends. Contact Stuart Weisman, NTIS product Manager, at (703) 487-4807. •

—*Martha Farnsworth Riche*

Publications

1982 World Population Data Sheet, prepared by Carl Haub, demographer, Population Reference Bureau, Inc., 1337 Connecticut Ave., N.W., Washington, DC 20036, (202) 785-4664. $1.

This wall chart contains such demographic information as the estimated mid-1982 population, total fertility rate, dependency ratio, urban population, and per capita GNP of 170 countries. Fifteen demographic factors are included for each country and summarized by regions.

1981 World Bank Atlas: Gross National Product, Population, and Growth Rates, 1982, The World Bank, 1818 H Street N.W., Washington, DC 20433. Annual. 24 pp. $2.50.

The *Atlas* presents, in maps and charts, data on per capita gross national product for 1979, population for mid-1979 and GNP per capita and population growth rates for 1970-79 for countries and territories with populations of one million or more.

Six regional maps give the same data for most countries and territories as well as preliminary data for 1980.

Directory of International Statistics, United Nations, Statistical Papers, Series M, No. 56, Rev. 1, Vol. 1. 274 pp. Sales No. E.81. XVII.6. $20.

This is a revised edition of a directory originally published in 1975. Part one lists the names of international organizations that collect data, the names of the publications they produce, the frequency of statistical series, and whether the series is available in machine readable form.

Part two is an inventory of machine-readable data bases of economic and social statistics maintained by international organizations, listed by subject, organization, the type of statistics kept, and the technical description of the computer file. Information in Part two is cross-referenced to Part one.

Canada's Population Outlook: Demographic Futures and Economic Challenges, by David K. Foot, 1982, The Canadian Institute for Economic Policy, James Lorimer & Company, Egerton Ryerson Memorial Building, 35 Britain Street, Toronto M5A 1R7, Ontario, Canada, 250 pp.

Canada is no better prepared to meet the needs of the aging Canadian population of the 21st century than it was to cope with the baby boom of the 1950s, according to this analysis by David K. Foot.

Foot examines population projections for Canada to the year 2050 and comments on their meaning for public policy in such areas as health care, education, labor force, productivity, and economic growth.

Even as Foot, an economist, alters variables to create different scenarios (changing levels of fertility and immigration, for example), he finds there are certain future facts that are inevitable:

—Canada's population will age more in the next 30 years than it did in the entire preceding century.

—In the 2000s, the proportion of elderly people will exceed the proportion of dependent young people for the first time in Canadian experience.

—Canada will have to create 2.25 million jobs and maintain an annual GNP growth rate of 3.7 percent to keep labor force growth from driving up unemployment in the 1980s.

The Female Factor in Japan's Export Market, 1981, Japan External Trade Organization (JETRO), 2-5, Toranoman 2-chome, Minato-Ku, Tokyo, 105, Japan, 36 pp., 1000 yen (about $5), postage not included.

Access to Japan's large middle class is primarily through the female consumer, according to this report which summarizes the purchasing experience and attitudes of 687 Japanese women.

In the 1980s, Japanese women can be expected to purchase more imported housewares, home furnishings, clothes for at-home wear, educational toys, and products for leisure time, according to the survey which emphasized imported goods.

The comments of the women on such items as clothing, food, furniture, domestic hardware, toys, educational materials, sports equipment, and electrical appliances are summarized along with suggestions for adapting products to the Japanese market.

For example, the survey suggests that such items as cutlery and glassware should be packaged in multiples of five, as is the Japanese tradition, and that instructions in Japanese should accompany all items to be used in the kitchen.

As more Japanese women travel outside the country, both with their husbands and on their own business trips, there will be an increase in demand for Western-style items.

Women who had traveled outside Japan were asked what items they had seen in other countries that they would like to be able to buy in Japan. Their responses included mixers, irons, pressure cookers, various kinds of cosmetics, canned convenience foods, floor lamps, all kinds of sheets, towels, and table linens, underwear, jeans and children's clothing. •

Census Update: India

The provisional results of the 1981 census of population in India show that urbanization in that country is increasing, but the growth is taking place primarily in intermediate size cities.

From 1971 to 1981, the urban population grew at an average rate of 3.8 percent annually, compared with 3.2 percent during 1961-1971 and 3.1 percent during 1951-1961, according to an analysis by Nigel Crook and Tim Dyson, published in the March *Population and Development Review*.

"A little under a quarter of the population (23.7 percent) — a total of 156 million people — is now classified as living in urban areas," they write.

Migration from rural to urban areas explains about half the growth of the urban population over the last decade. The most urbanized states are Maharashtra (35 percent) on the west coast which includes the city of Bombay, the adjoining western state of Gujarat with the city of Ahmedabad, and the southern state of Tamil Nadu, where the city of Madras is located. The states of Karnataka, Punjab, and West Bengal also have above average levels of urbanization.

The fastest urban growth is taking place in the states that have been the least urbanized in the past. Few of the top 20 cities grew faster than the urban population as a whole.

The authors say, "the acceleration of India's urbanization is being fueled by the growth of cities in this intermediate range (from 100,000 to 400,000) such as Thane, Bhubaneswar, Bokaro Steel City, Ranchi, Bathinda, and Sonipat."

The authors are cautious in linking shifts in urbanization to economic progress, but they do have some observations about the reasons for the shift.

"One major area of enhanced urban growth lies in the 'green-revolution' states of northwestern India, particularly Haryana and Punjab. There has been a distinct upsurge here of nonagricultural activity during the last decade — in small-scale engineering, manufacture of agricultural equipment, and increasingly, consumer durables — with a concommitant expansion in the labor force employed in manufacturing. In contrast, the continued expansion of synthetics and other oil-based industries in Maharashtra and Gujarat has probably made a smaller impact on the factory labor force in these states — for these are highly capital-intensive industries. Finally, at the other end of the spectrum, West Bengal, having acquired a reputation for power shortages and industrial unrest, has certainly failed to attract its share of investment, public or private, over the last two decades."

Population and Growth Rates of the 20 Largest Cities of India: 1981

City	State	1981 population	Average annual growth rate (%)	
			1961-71	1971-81
Calcutta	West Bengal	9,165,650	2.04	2.65
Greater Bombay	Maharashtra	8,227,332	3.63	3.21
Delhi	Delhi	5,713,581	4.35	4.49
Madras	Tamil Nadu	4,276,635	4.89	2.99
Bangalore	Karnataka	2,913,537	3.21	5.66
Hyderabad	Andhra Pradesh	2,528,198	3.63	3.42
Ahmedabad	Gujarat	2,515,195	3.67	3.61
Kanpur	Uttar Pradesh	1,688,242	2.72	2.81
Pune	Maharashtra	1,685,300	3.61	3.95
Nagpur	Maharashtra	1,297,977	2.99	3.33
Lucknow	Uttar Pradesh	1,006,538	2.16	2.12
Jaipur	Rajasthan	1,004,669	4.39	4.56
Coimbatore	Tamil Nadu	917,155	4.96	2.20
Patna	Bihar	916,102	2.98	6.23
Surat	Gujarat	912,568	4.40	6.16
Madurai	Tamil Nadu	904,362	3.71	2.40
Indore	Madhya Pradesh	827,071	3.51	3.88
Varanasi	Uttar Pradesh	793,542	2.14	2.68
Agra	Uttar Pradesh	770,352	2.22	1.94
Jabalpur	Madhya Pradesh	757,726	3.77	3.48

Reprinted with the permission of the Population Council from Nigel Crook and Tim Dyson, "Urbanization in India: Results of the 1981 Census," POPULATION AND DEVELOPMENT REVIEW 8, no. 1 (March 1982): Table 5.

A New Entry

Belize, which became an independent nation in September, 1981, is now a member of the World Bank and its two affiliated institutions, the International Development Association and the International Finance Corporation.

Belize, located in Central America, has an area of 22,960 kilometers. Its population is about 138,000. Its gross national product per capita was $1,030 in 1979. The capital city is Belmopan.

Syria

Syria's 1981 census, its third, counted 9.2 million people, a 45 percent increase over the 1970 count. Population growth in Syria has averaged 3.46 percent in the last decade, higher than the 1960s rate of 3.28 percent, and among the highest in the world, reports *Population*, the newsletter of the United Nations Fund for Population Activities.

Growth rates might have been still higher, a report from the Central Office of Statistics in Syria said, but for net out-migration and lowered fertility rates.

Better health services and drinking water have resulted in a drop in infant mortality rates and a general reduction in death rates.

The number of households in 1981 was 1.5 million. Average family size per household increased from 5.9 in 1970 to 6.2 in 1981. •

C0200-1

INTERNATIONAL DEMOGRAPHICS™

Vol. 1, No. 5 August 1982

Jon Crispin

Soviet Foreign Trade is More Important

The Soviet union relies more heavily on foreign trade than researchers in Western countries previously believed, according to a new report from the U.S. Census Bureau.

"The long held notion that Soviet foreign trade is unusually small for an industrialized nation should be discarded," says a report by Vladimir G. Treml and Barry L. Kostinsky, in an analysis for the bureau's Foreign Demographic Analysis Division.

"Foreign trade has clearly played an increasingly significant role in the Soviet economy, with a growing dependence on imports in some branches (machinery, consumer goods, chemicals) and increasing importance of foreign markets for others," the analysts report in "The Domestic Value of Soviet Foreign Trade: Exports and Imports in the 1972 Input-Output Table."

New information recently published in the Soviet Union allowed the Census Bureau analysts to revise their estimates of the domestic value of the Soviet foreign trade.

Until recently, the consensus was that exports and imports each comprise about 3 to 5 percent of national income as the Soviets define it. These estimates are in error, the census bureau analysts now believe.

The reason Western researchers have not recognized the importance of foreign trade to the Soviet Union before this, the analysts say, is that they have had to estimate the ratio of exports and imports to national income. Soviet statistics do not offer these data and the prices listed for exports and imports are different than those charged in the domestic market.

"The foreign trade participation ratio, that is, the ratio of the foreign trade turnover (exports plus imports) to national income is a direct reflection of a nation's dependence on foreign trade," the report explains.

On the basis of new calculations, the census bureau concludes:

—The ratio of Soviet exports to national income is higher than had been believed earlier. In the 1970s, exports (excluding gold) averaged about 6.5 percent of national income and rose to 7 percent by 1980.

—The ratio of Soviet imports to national income is several times higher than had been previously recognized. It rose from about 9 percent in 1970 to about 20 percent in 1980.

—Imported machinery comprises from 15 to 20 percent of all newly installed equipment in the U.S.S.R..

—Imported consumer goods and agricultural products count for

continued

Inside

The Emerging Middle Class: Clues to finding the world's consumers 3

Hungarian People's Republic: Modern socialists 4

Publications 9

Sources: Directories are essential references 12

about 15 percent of all consumption.

The import ratio is unusually high for a country the size of the U.S.S.R. and suggests a somewhat unexpectedly high dependence on foreign trade, according to the analysts.

Although the Soviet Union relies on the socialist bloc countries for some trade, at least 50 percent of their imports in 1981 came from non-socialist bloc countries, including at least one third of the machinery imported and about 60 percent of imported foodstuffs. •

Around the World

Private Enterprise Can't Do It All

The "magic of the market place" can not do everything to assist poor nations, according to the new Planning and Development Minister in Pakistan.

Mahbub Ul Haq, who recently left The World Bank after 12 years, told the IPS Third World News Agency that he fears the elimination of world poverty is "moving into the background in national and international thinking."

While there is rhetoric about supply-side economics and the private sector, Ul Haq said, "To condemn poor nations and poor people to the magic of the marketplace is to condemn them to perpetual poverty. Many of these nations and people are just on the fringes of the market or fall outside it. They are the forgotten majority within nations and the forgotten nations within the international community."

Ul Haq said in the last 10 years commercial banks devoted less than 3 percent of their credits to developing countries with per capita incomes of under $300 and that these nations gained the benefits of less than 2 percent of the expansion of trade.

"To invoke free market ethics or the role of the private sector for these nations is either hypocritical, or cynical, or just naive."

Ul Haq said the private sector will not build schools, hospitals, or roads, nor will it invest in energy sources such as firewood and hydropower that require substantial time or risk.

Source: *Population*, United Nations Fund for Population Activities Newsletter, April, 1982, Information and Public Affairs Division, UNFPA, 220 East 42nd Street, New York, NY 10017. Free.

Battle Brewing

Papua, New Guinea is the site of a price battle between two of Asia's best known brewing companies.

Located north of Australia, Papua New Guinea, population 3.3 million, is known as a place where tribal wars are still a problem. But the war between the two breweries is reportedly costing the government millions of dollars in taxes and worrying the anti-liquor lobby, which fears tribesmen will drink themselves into more bloodshed than usual.

The two companies are subsidiaries of Manila's San Miguel Corp. and Singapore's Malayan Breweries Ltd.

In an attempt to grab a bigger market share, San Miguel did market research to learn that beer is a man's drink in Papua, New Guinea and that drinkers can't read, even when they haven't been drinking.

San Miguel responded to its research with a bold graphics design and a stronger, darker beer. It also committed money to sponsorship of the country's national and international rugby matches. People don't have television, so they watch rugby. A system of premiums with the distinctive San Miguel colors was integrated into the rugby program including sports bags, team uniforms, and tee shirts.

San Miguel's strategies are apparently working. Its market share has increased from 15 percent to 25 percent or 30 percent depending on whose assessment is accepted.

The government, church groups, and politicians are also alarmed by the beer war. Because Papua, New Guinea taxes beer, estimates are that the government will lose close to $10 million this year because of lower beer prices. Politicians and church leaders blame excessive drinking on the reduced prices.

Both companies apparently hope the government will intervene before financial damage to the firms results. But each brewery says it will win in the end.

Source: *The Asian Wall Street Journal Weekly*, June 7, 1982, 22 Cortlandt Street, New York, NY 10007. © by Dow Jones & Co., Inc., $96/year.

Whig Watch

The British watch more television than any other nationality in Europe. At least that is what the French say.

A French Ministry of Culture report said the British watch an average of 155 minutes a day, followed by the Belgians with 139 minutes, the West Germans 137 minutes, and the French 124 minutes.

The ministry reported that of all French people over age 15, 83 percent have a television. French video cassette recorder ownership at the end of 1981 was 500,000 and is predicted to reach one million by the end of 1982.

Source: *Advertising Age*, June 7, 1982, Crain Communications, Inc., 740 Rush St., Chicago, IL 60611, (312) 649-5200. Semi-weekly, $40 a year.

continued on p. 11

INTERNATIONAL
DEMOGRAPHICS

Publisher: Peter Francese
Executive Editor: Bryant Robey
Editor: Doris Walsh
Research Director: Cheryl Russell

International Demographics (ISSN 0731-5414) is published monthly by American Demographics, Inc., P.O. Box 68, Ithaca, N.Y. 14850. Telephone (607)273-6343. © 1982 by American Demographics, Inc. All rights reserved. Subscription rate: $148 a year.

The Emerging Middle Class

Even countries mired in poverty have a middle class. It is these international consumers that firms would like to identify.

But the characteristics that define it, when it becomes a significant market in a particular country, and the signs that indicate that a middle class is emerging are not altogether clear.

Researchers concerned with international population and development rarely focus on the middle class. Once people reach the middle class, presumably they can stand on their own without assistance to meet their basic needs. The middle class is not interesting to sociologists or the development agencies that fund many of their studies because members of the middle class do not demand government attention or non-profit agency assistance. Yet, even in poor countries where the middle class is in the minority, its influence is strong because it is the status poor people aspire to reach, and political decisions usually favor its continued power and well-being.

For companies selling consumer products, the middle class may well be the first indicator that there is a potential market. Estimating the size of the middle class is one way of determining whether the potential is large enough to bother with.

Once the firm has established that the middle class is large enough to provide a market, the next step involves collecting small area data that will allow you to determine exactly where the middle class is located and plan a market entry strategy if you cannot reach the whole country at one time.

Cars and Cooling Systems

Harvard University demographer Nathan Keyfitz, describes the worldwide middle class culture brought to the Third World by the United States and Europe as including: "centrally heated and cooled homes equipped with television sets and refrigerators, transport by automobiles, and procurement of foodstuffs and other supplies in self-service supermarkets."

In an article published as part of a special symposium issue of *Economic Development and Cultural Change* (April, 1982, University of Chicago Press), Keyfitz finds this middle class most often in cities with paved streets. The cities are connected by paved roads and airlines. "Literacy is essential to it," he says, "and the daily press and monthly magazines are conspicuous along with television. The content of its press and other media has remarkable similarity worldwide: local, national and world politics; urban crime; and other problems like the cost of living that arouse its mass public."

Keyfitz suggests national and regional variations among the middle classes. Language is one, of course. The goods on supermarket shelves, types of cars used, and energy use are others. But the differences are small, he says.

On the basis of his analysis, which includes such tangibles as automobile ownership (available for 75 countries), energy consumption, and gross domestic product, Keyfitz estimates there were 700 to 800 million middle class people in the world in 1980. Only 196 million of them were in the United States.

If the trend toward additions to the middle class continues, he says, there will be an estimated 20 million new entrants every year.

Based on gross domestic product as an indicator, Keyfitz puts the middle class in Brazil at about 14 million out of a total population of 122 million, and in India, 10 million out of 667. He estimates that 26 of the 56 million people in the United Kingdom are middle class and that 12 of the 15 million people in Australia fall into that category.

Of 118 million people in Japan in 1980, Keyfitz estimates that 65 million or 55 percent were middle class. This figure corresponds closely with estimates of a Japanese economist, Yasusuke Murakami.

In a reprint published in 1980 by the Foreign Press Center of Japan, "The Reality of the New Middle Class," Murakami said that at least 60 percent of the Japanese population was middle class.

He based his argument on attitude polls in which a majority of people considered themselves middle class, on a rising standard of living, diminishing disparities in income, and increasing homogeneity in lifestyles.

"The number of high school students going to college and university is now approaching the 40-percent level and no one is surprised to hear of a farmer's son or the daughter of a

continued on p. 10

SANYO
SANYO
SANYO
ELECTRIC REFRIGERATOR
ELECTRIC REFRIGERATOR

Jon Reis

Country Profile

Hungarian People's Republic

Those who believe Hungary is not a capitalist country need only consult Erno Rubik, the Hungarian professor who invented Rubik's cube.

Socialism is practiced in a modified form. Businesses that do not show a profit are threatened with shut-downs and members of Hungary's 2,000 co-operative farms are allowed small private plots to grow products for sale. In many ways, Hungary has combined aspects of both capitalist and socialist economies, resulting in what former Soviet Premier Nikita Khrushchev once disparingly called "goulash socialism."

Hungary, about the size of Indiana, is one of only three European countries with no sea coast. Traditionally, its trade has been limited to European countries, but that is slowly changing. Imports from the United States rose from 1.9 percent of all imports in 1979 to 2.7 percent in 1980. Although these percentages are small, the United States was the eighth largest contributor of imports (after the Soviet Union) among 111 countries with which Hungary trades.

Population Growth

Tourism to Hungary grew by 133 percent during the 1970s, compared with only a 3.8 percent increase in population. Almost as many people pass through Hungary as live there. One result is a thriving tourist trade and opportunities in hotel construction and services.

The 1980 Hungarian census recorded a population of 10.7 million, while vital statistics for that year reported 9.4 million tourists. The figures include border crossings from Czechoslovakia and Yugoslavia, the two countries with which Hungary shares the longest boundaries. (Yugoslavia is home to approximately one-half million Hungarians: they form the second largest non-Slavic ethnic group there, after Albanians.) The flow of people across Hungary's borders reflects the interaction Hungarians have with people from other countries — and may be one reason why the country is more Westernized than many of its Eastern Bloc neighbors.

Not many of Hungary's foreign visitors stay; there is no population growth through net migration. Hungary actually lost population in 1981. The slow growth of the 1970s was a continuation of a pattern established in the 1960s, when the Hungarian population increased by 3.6 percent.

Because of an extremely low birth rate of 13.3 (live births per 1000 population) and a gradually increasing death rate of 13.5 (per 1000 population), the rate of natural increase in 1981 was −0.2. This is unusual even by Eastern European standards. Pro-natalist population policies (one or more years maternity leave, for example) were legislated in 1973 to encourage more children, but families are still small.

The proportion of childless couples has increased steadily since 1949, from 27 percent of all families to 35 percent in 1980. The number of families with three or more children declined from 20 percent of all families in 1949 to only 6 percent in 1980.

Perhaps reflecting its modern tempo, the country's divorce rate has increased dramatically since 1970 — by 54 percent for women and 68 percent for men. For the first time in 1980, divorced men outnumbered widowers, but there were still three times as many widows as divorced women. Budapest contains twice as many divorced people as do the rural areas.

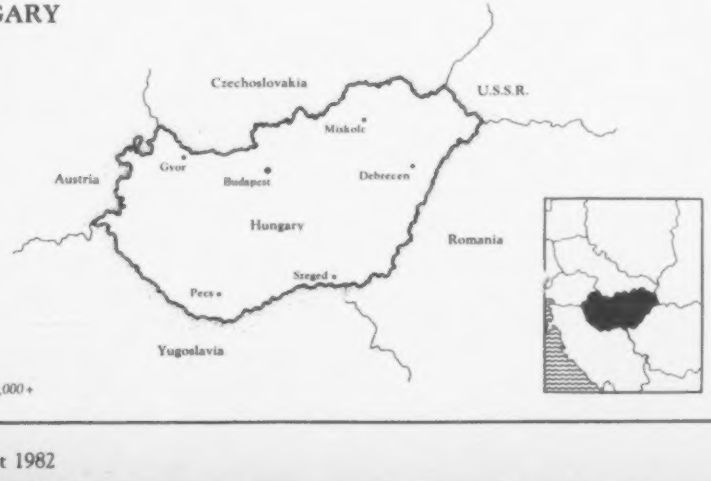
Regions and Cities

Budapest is the capital and largest city in Hungary. It contains approximately 20 percent of the total population. With 2 million residents, Budapest is ten times larger than the next largest city, Miskolc. Collectively called county towns, Miskolc and the four other largest cities (Debrecen, Gyor, Pecs, and Szeged) contain 8 percent of the population.

Twenty-six percent of the population (2.8 million) lives in 90 other towns ranging in size from 8,000 people (in Lenti) to 112,000 (in Nyiregyhaza). The rest of the population (4.9 million or 47 percent) lives in small villages or rural areas.

Hungary is composed of 19 counties. The greatest increase in population in the last decade (11 percent) occurred in Pest county, where

HUNGARY



*cities of 100,000+

Budapest is located. Other counties that gained in population during the 1970s were Fejer (by 7 percent), Komaron (by 6 percent), and Gyor-Sopron (by 6 percent). Actual population decline occurred in only two counties, Bekes and Bacs-Kiskun. The rural population of every county except Pest declined while their towns and villages grew.

Towns other than Budapest experienced the most growth during the 1970s. Their numbers of residents rose from 3.1 to 3.6 million during the decade, increasing their share of the population from 30 to 34 percent. Seven of the middle-sized towns grew by more than 33 percent during the 1970s, while most of the rest experienced moderate growth. Although six towns experienced no population growth between 1970 and 1980, none actually lost population.*

Budapest's share of the total population decreased for the first time during the 1970s, from 19.4 percent in 1970 to 19.2 percent in 1980. Even though the proportion of the population in the capital declined, the urban population became a majority in the country for the first time in 1980. Hungary is now 53 percent urban.

Sex and Age Distribution

By 1980, Hungary had largely recovered its loss of males from World War II. The sex ratio (number of males per 100 females) in 1980 was 93.9, comparable to that for the U.S. (94.8).

Average life expectancy at birth for Hungarians was 67 for men and 73 for women in 1979. These ages are slightly lower than U.S. life expectancies, partly because of higher infant mortality rates in Hungary (23 infant deaths per 1,000 live births) than in the U.S. (12 per 1,000).

Twenty-two percent of the Hungarian population is under age 15, almost identical to the U.S.

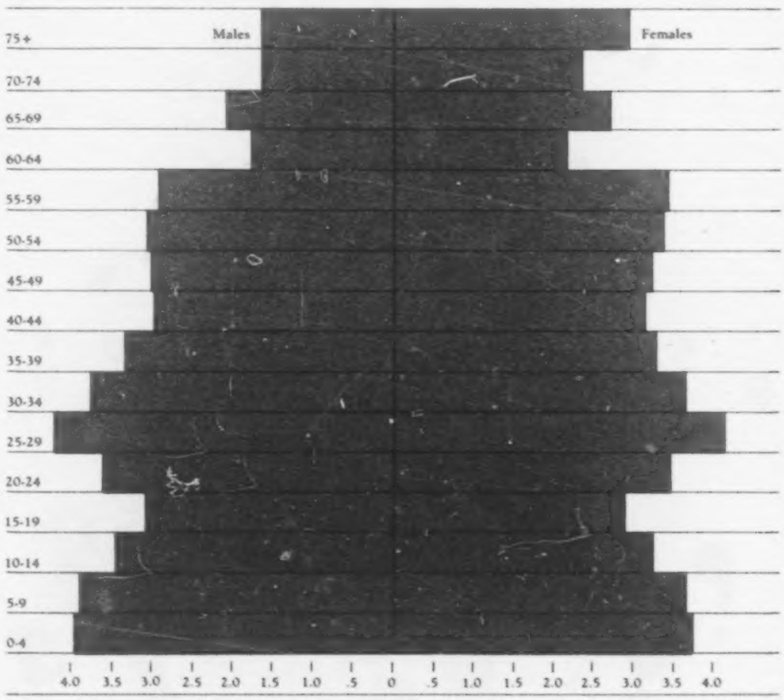
Almost 36 percent of Hungarians are aged 15 to 39, 25 percent are aged 40 to 59, and 17 percent are 60 years old and over (11 percent of Americans are aged 65 and over).

Children under age 15 were the fastest growing age group during the 1970s. However, an overall growth rate of 8 percent masks some important differences within that age group. Since 1970, the number of children under 5 grew by 25 percent and those 5 to 9 grew by 20 percent. But the number of children aged 10 to 14 fell by 15 percent, reflecting lower fertility between 1962 and 1966.

Several decades of a fluctuating birth rate have caused similar inconsistencies all the way up the age lad-

Population of Hungary by Age and Sex, 1981

(percent)



AGE GROUP (years)	Persons	Males	Females
TOTAL	10,712,781	5,188,095	5,524,686
0- 4	822,948	422,732	400,216
5- 9	813,002	418,281	394,721
10-14	720,353	371,361	348,992
15-19	640,929	330,348	310,581
20-24	759,419	387,355	372,064
25-29	911,313	462,396	448,917
30-34	790,705	399,527	391,178
35-39	712,033	355,220	356,813
40-44	659,813	317,979	341,834
45-49	667,973	321,826	346,147
50-54	688,976	328,484	360,492
55-59	676,480	311,484	364,996
60-64	421,043	187,206	233,837
65-69	509,443	220,194	289,249
70-74	428,192	176,966	251,226
75-79	272,474	104,842	167,632
80-84	150,353	51,959	98,394
85+	67,332	19,935	47,397

**The seven towns that grew by more than one-third are: Dunaujvaros, Kazincbarcika, Nyiregyhaza, Szekszard, Szekesfehervar, Veszprem, and Zalaegerszeg. The six towns that experienced no growth are: Csongrad, Hajdunanas, Hodmezovasarhely, Mako, Mezotur, and Turkeve.*

der. The number of 15-to-19 year-olds fell by almost 30 percent between 1970 and 1980, while the number of 25-to-29 year-olds grew by more than 20 percent. The population aged 40 to 59 grew by 5 percent during the decade. The population aged 60 to 64 (the small cohort born during World War I) fell by 33 percent, while the number of persons aged 65 and over grew by 22 percent. Those aged 75 and over rose by more than 33 percent between 1970 and 1980.

Households

A household in Hungary is a group of persons living together in a common dwelling or part of it, sharing the costs of living together, and taking meals together once or more a week. There are both family and nonfamily households. Families are defined as a group of persons living together and related by blood, marriage, or adoption, and include couples without children or with never-married children; a parent without a spouse; and partners living together without a legal marriage.

Non-family households consist of one-person households (the term translates from the Hungarian as "lonely persons living quite alone") and part-families. A part-family is formed by related persons living together (i.e. brother and sister or in-laws); one parent with a widowed or divorced child; or a grandparent with a grandchild or great grandchild.

It is possible for two households to share the same dwelling, (even if it is only two rooms) depending on tenure status. Dwellings occupied by co-tenants are those rented by two or more households and are considered separate tenants on the basis of allocation by the government housing office. If the household consists of only one family, then the family and household are usually the same (if several families share a common household, it is a multi-family household). A one-family household might differ from the family, however, if there is a nonrelative (e.g. servant or foster child) living in the same household but not as part of the family.

In 1980, there were 3.7 million households in Hungary, a 9 percent increase from the 3.4 million in 1970. Of these, 2.9 million were family households, 94 percent of which were one-family households. Approximately 720,000 persons lived alone in 1980, and their number has risen more quickly in the past decade (up 22 percent) than the number of family households (up 7 percent). About two-thirds of all one-person households are female, and nearly one-half are widows.

One-family households constituted 73 percent of all households in 1980, while one-*person* households accounted for 19 percent. Multi-family households were 4 percent of the total and all other types equalled 3 percent of the total. The proportion of family households is highest in rural areas, while one-person households are most common in Budapest.

The average number of persons per household declined from 3.1 in 1960 to 3.0 in 1970 and 2.8 in 1980. The average number of persons per household is lowest in Budapest, but declined in all parts of the country.

The number of two-family households decreased by 13 percent between 1970 and 1980. Of the 157,000 such households, the vast majority consist of parents living with their children's family. The decrease in the number of two-family households reflects an improvement in housing conditions so that parents and children do not have to live together. The number of households with five or more persons has also decreased. Twenty years ago these households made up 17 percent of the total, compared with only 10 percent in 1980.

Housing

A housing unit in Hungary is a room or group of rooms, built as a dwelling or converted to a dwelling, either occupied or unoccupied. A dwelling is a separate unit of rooms with a separate entry from a street or from a common stairwell or corridor within a building.

A dwelling can consist of one *room*. Many dwellings can exist in one housing unit, and may consist of one room with access to a common kitchen.

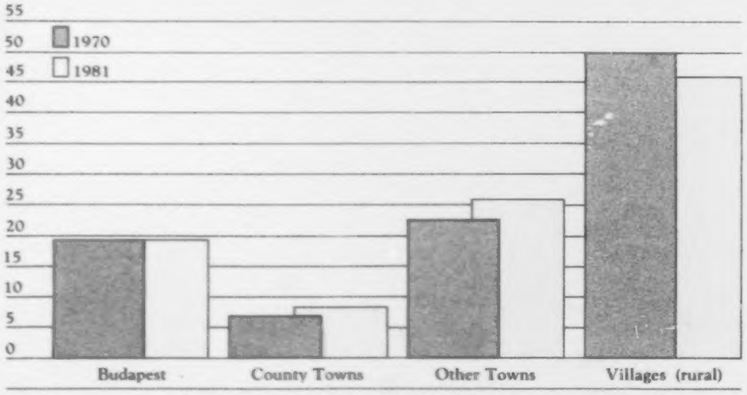
In 1980, there were 3.5 million dwellings in Hungary, an increase of 13 percent since 1970. The number of dwellings increased more rapidly during the 1970s than at any other time since the end of World War II. Between 1970 and 1980, 846,000 new dwellings were built, a net gain after demolitions of 418,000.

The housing stock increased most rapidly in provincial towns (by 27 percent), to a lesser extent in Budapest (by 16 percent), and by 5 percent in rural areas.

For the first time, the two-room flat is now the average type of dwelling in Hungary. More than 90 per-

Hungary: Population Distribution by Urban and Rural Residence, 1970 and 1981

in percent



Totals have been adjusted to reflect boundary changes since 1970

From the Statistical Pocket-book.

cent of all new units built during the last decade were two or more rooms. One-room flats equalled 63 percent of all dwellings in 1960, 46 percent in 1970, and only 27 percent in 1980. Two-room dwellings have increased from 33 percent of the housing stock in 1960 to 49 percent in 1980. Three- or more-room flats rose from 5 percent to 24 percent of all dwellings between 1960 and 1980.

Of all occupied dwellings, 71 percent were owner-occupied in 1980, up from 67 percent in 1970. Ownership rates were highest in rural areas (91 percent) and lowest in Budapest (38 percent). The state owns 25 percent of all occupied dwellings. The other 75 percent is personal property. These figures vary greatly by location, however. Although only 21 percent of all housing is in Budapest, almost half (47 percent) of all state housing is located there. In rural areas, 92 percent of all dwellings were privately owned in 1980.

Dwellings are classified by presence or absence of "comfort." A dwelling with comfort is one with a bath and flush toilet; half-comfort is either a bath or flush toilet; and without comfort is the absence of both. Over 50 percent of all dwellings had complete comfort in 1980, up from 25 percent in 1970. Those with partial comfort increased from 10 to 12 percent of all dwellings, and those without comfort declined from 66 to 37 percent of all dwellings.
of all dwellings.

Almost all (98 percent) dwellings have electricity, and the proportion with piped water increased from 36 percent in 1970 to 65 percent in 1980. There are not many regional differences in availability of electricity, but the proportion of dwellings with piped water decreases from a high of 94 percent in Budapest to 77 percent in other towns and 42 percent in rural areas. The presence of a flush toilet ranges from 81 percent in Budapest to 67 percent in other towns and 30 percent in rural areas.

Education

As in other European countries, literacy is nearly universal in Hungary. Primary education was made compulsory after World War II. The school system is divided into three levels. First-level is equivalent to primary school (grades 1 through 8); the second level is secondary schooling and includes apprentice and vocational schools in addition to academic schools; and the third level is the equivalent of college or university training.

The proportion of the population with a secondary education grew from 14 percent in 1970 to 24 percent in 1980. Persons having completed third-level (higher) education rose from 3 percent to 5 percent of the population between 1970 and 1980. The number of women completing second- and third-level school has increased more rapidly than the number of men. Between 1970 and 1980, the number of male college graduates increased by 40 percent, while the number of female graduates increased by 113 percent. There is still a smaller proportion of female than male college graduates, however (4 percent vs. 6 percent in 1980).

Of Hungary's half-million college graduates, the largest proportion, 37 percent majored in education, science, and culture. Almost 18 percent graduated with engineering degrees and 10 percent with agricultural degrees in 1980. The fastest growing areas of specialization were transportation, communication, and water supply (from 4,500 to 10,500 graduates between 1970 and 1980); education, science, and culture (from 97,900 to 179,800 graduates); and economics and trade (from 22,500 to 41,300 graduates).

The shift in interest to more technical education reflects Hungary's new five-year plan that emphasizes energy efficiency and conservation.

Hungary also encourages cooperation and joint ventures in such areas as heating and cooling systems for manufacturing plants located in arid areas, measurement and testing of optical instruments, computer and telecommunications equipment, and automotive industry equipment. Its college and technical-school graduates create a ready labor force in these areas.

Only 56 percent of the population aged 15 and over in rural areas had finished eight years of primary school in 1980, compared with 78 percent in Budapest and 74 percent in other towns. The proportion of persons 18 and over with a secondary education is over three times higher in Budapest than in rural areas (39 percent vs. 12 percent).

The Labor Force

The Hungarian census divides the population into "economically active persons," "inactive earners," and "dependents." Economically active persons are those with a gainful occupation, with earnings income, employed, or members of a cooperative. Inactive earners are those who have no gainful occupation but receive income such as a pension, child care allowance, or rental income. Dependents are those who are not economically active, and are supported by private persons or institutions.

In 1980, 47 percent of the Hungarian population was economically active, a slight decline from 48 percent in 1970. This drop reflects the passing of a small baby boom from the 1950s that entered the labor force in the late 1960s and early 1970s. By mid 1970, the boom peaked and participation rates began to decline.

Also, many young people have stayed in school longer, further reducing the labor pool. Simultaneously, the elderly population has grown, increasing the number of pensioners on Hungary's general social security system. There also has been an increase in the number of early retirements (i.e. before age 60 for males and age 55 for females), and a continuous growth in the number of disabled pensioners (now equaling 350,000).

Population growth in Hungary has not been able to make up for the labor force losses of men through death and retirement. Thus, in the last two decades, jobs previously held by men have opened up to women. In fact, all growth in the economically active population in the last twenty years can be attributed to the increasing employment of women. In 1960, women represented 36 percent of the economically active population, 41 percent in 1970, and 43 percent in 1980. Female labor force participation rates increased from 33 percent of all women in 1960 to 39 percent in 1970 and 40 percent in 1980.

The shortage of younger workers, combined with earlier retirements and almost full employment of women means that Hungary will be faced with labor shortages in the coming decades, another factor to consider in establishing new manufacturing ventures there.

The extensive restructuring of the Hungarian economy during the 1960s is evident from statistics on the economic activity of the population. In 1950, 50 percent of workers were employed in agriculture and 19 percent in industry. Just thirty years later, 33 percent of workers were employed in industry and less than 20 percent were in agriculture.

Growth in employment in transportation, communication, and trade was rapid during the 1970s, while the number of workers in mining, manufacturing, and construction has been declining since the mid-1970s.

Despite the shift away from mining and manufacturing, it is still the largest employer in Hungary, employing 1.3 million people (37 percent of the economically active population).

Income and Consumption

The average monthly earnings of full-time workers in 1980 were highest in transportation and communications and lowest in trade, but the range of earnings is small.

According to *World Paychecks: Who Makes What, Where, and Why* by David Harrop (New York: Facts on File, Inc., 1982, $12.95) the average annual income in 1980 of persons working in manufacturing was 45,000 forints ($1,286 at the January 1, 1982 exchange rate). Agriculture workers earned the equivalent of about $1,116 and those in mining were the highest paid, about $1,950 annually.

Managers in Hungary are generally paid less than their counterparts in Western economies, but there may be important benefits such as cars and housing that go with their jobs.

Per capita annual expenditure statistics show that, after taxes, Hungarians spend approximately one-third of their income on foodstuffs, 12 percent on clothing and 16 percent on housing. Beverages and tobacco, household furnishings, and transportation and communication each account for about 10 percent of all household expenditures. The remaining 10 percent is spent on health, recreation and entertainment. Spending patterns differ by social class.

Nearly all working households have a refrigerator (about 90 percent), but even more have a washing machine (about 95 percent). Large apartment buildings lack common facilities, so each household buys its own washing machine. About three-quarters of all working households have a clothes dryer. Bicycles are more common than cars, and households average more than one bicycle each. Only about 20 percent of all working households own a car, and more households own motorcycles than cars. Non-manual workers, however, are twice as likely to own cars as manual workers, and much less likely to own a motorcycle or bicycle. Public trains are a popular means of travel to work, especially in Budapest.

Television and radio ownership are over 100 percent; that is, there is more than one per household. The average family watches two to four hours of television per day (12-18 hours per week). Record players and tape players are owned by 20 to 30 percent of all workers, with double those rates for professionals. About 40 percent of all workers own cameras, but 85 percent of non-manual workers. With the exception of radios, households with inactive earners own significantly fewer consumer durables than working households.

Hungary's rate of book production is among the highest internationally. Hungary produced 89 books per 1,000 population in 1976 compared with 39 per 1,000 in the U.S. The Church Press, run by Hungarian Protestant churches, publishes many periodicals.

Daily newspaper circulation increased to 862 million copies in 1980, an increase of 17.9 percent since 1970. The number of newspapers published, however, has remained constant at 29.

The number of sports establishments has increased by 45 percent since 1970. Indoor gymnasiums increased from 781,000 in 1970 to over 2 million in 1980. there were over 11,000 chapters of organized sports clubs and sports circles in 1980, with a total membership of over 400,000. Approximately one-quarter of all members were women in 1980.

Although many Hungarians once vacationed on the coast of Yugoslavia, they are now more likely to visit resort areas of their own, like Lake Balaton, or go to "rest homes" in the country or on the Danube River because the government wants to keep money within the country's borders. The 1980 census counted 117,000 privately owned rest units that were used seasonally.

continued on p. 10

Consumer Durables Per 100 Households, By Household Type

	Working Class	*Cooperative Peasantry*	*Dual Income*	*Non-Manual Workers*	*Inactives*
Refrigerator	90	82	88	101	70
Boiler	41	36	38	64	27
Washing Machine	95	93	99	96	74
Spin Dryer	76	64	72	81	42
Vacuum Cleaner	78	63	69	96	51
Sewing Machine	44	40	46	49	45
Passenger Car	23	21	21	44	3
Motorcycle	24	38	46	14	6
Bicycle	114	175	185	81	62
Radio	141	119	135	175	117
Television	102	94	101	110	76
Record Player	28	18	23	49	8
Tape Recorder	39	20	31	62	5
Camera Equipment	50	28	42	85	14

Source: Hungarian Bureau of the Census 1979

**Types of households are defined by a 1975 decree. Working class are manual laborers, "cooperative peasantry" are family members and those working in cooperatives, non-manual workers are professionals. Inactives are those who have an allowance or earn rental income.*

Publications

Yearbook of World Energy Statistics, 1980. English/French. Statistical Papers, Series J, No. 24 XXV-896 pp. U.N. Sales No. E/F.81.XVII.10. $60 (clothbound only).

This volume summarizes world energy trends and includes statistics on production, imports, exports, bunkers, stock changes, and consumption of fuels for 196 countries and areas. Separate data on end-of-year capacity for industrial and public electric-generating plants and crude petroleum refineries are shown along with production of enriched uranium and production and trade of fuelwood and charcoal.

Four tables show international trade in hard coal, crude petroleum, natural gas and electricity between principal exporting and importing countries and regions.

According to the United Nations, the *Yearbook* is the only international publication providing data on all forms of commercial energy for all the countries and areas of the world.

The Demographic Situation in India, by Mahendra K. Premi, 1982, Paper No. 80 of East-West Population Institute, East-West Center, 1777 East-West Road, Honolulu, HI 96848 145 pp. inc. tables; $12/year. (Subscription includes 8 papers).

Unlike the residents in most other developing countries, residents of India are not rushing to the cities. The pace of urbanization was slower during the 1960s than the 1950s, and if the trend continues, this report says it is likely that only about one-fourth of India's population will be living in urban areas by the year 2000.

In common with other developing nations, India has had massive population growth. The increase has been due to an accelerated decline in mortality, but only a small decline in fertility. The 1981 census found 12 million more people than the government had predicted.

This report on the current demographic situation in India includes 1981 population totals, by state, current sex ratio, and series of comparative statistics on mortality, birth rates, age-specific fertility rates, migration, and population distribution. Population projections for Indian states are given through the year 2001, by urban and rural residence and by age groups.

The Japanese Way of Doing Business: The Pyschology of Management in Japan, by Boye De Mente, Englewood Cliffs, NJ, Prentice-Hall, Inc., 1982, 155 pp., $11.95.

Most initial contacts with Japanese firms are made through the *Somu Bu* (So-moo Boo), a department that has no exact counterpart in Western firms.

Besides greeting callers, the *Somu Bu* provides liaison with customers, handles company mail, coordinates interdepartmental relations, and is in charge of the switchboard, maintenance, official files, and so forth.

This is just one of the many differences between Japanese firms and U.S. firms described in *The Japanese Way of Doing Business*, a revision of a work first produced by Boye De Mente in 1961.

Each explanation is accompanied by the Japanese term that describes it, followed in parenthesis by an English-language phonetics version of the Japanese word.

Besides chapters on the structure of Japanese companies and management, there are chapters on Japanese manners and ethics, cultural barriers, and translation problems, all written to help foreigners in business understand the individual attitudes of their Japanese counterparts.

De Mente writes, for example, that even when Japanese businessmen have known Americans for a long time, they will not use their first names.

One American employer was surprised when Japanese employees who visited in the U.S. called him by his first name here, but reverted to "Mr." as soon as they arrived back in Japan. "This incident emphasizes an extraordinary dilemma in Japanese society today," De Mente writes. "After centuries of repressing their emotions, their desires, and even their spirits, for the sake of harmony in a meticulously described heirarchically ranked social system, the Japanese lost much of their ability to exercise their own individuality."

In a chapter called, "Peace & Harmony in an Up/Down World," De Mente writes of the man who acts as a go-between, *Chukai-sha* (Chew-Kie Shah).

"The advantages of using a *chukai-sha* in business are numerous and not really mysterious. In the first place, the better go-betweens know just about everybody worth knowing — or know somebody who knows them — and are respected and trusted individuals. In Japan where face-to-face communication by strangers is very difficult, the go-between can carry on most of the dialogue, help each side avoid losing face, and eventually smooth the way for the development of a formal relationship between the two parties if their interests merge."

Recognizing the importance of the *chukai-sha*, some foreign companies keep them permanently on retainer.

The International Population Census Bibliography: Revision and Update, 1945-77 (Texas Bibliography II) by Doreen S. Goyer, New York; Academic Press, 1980, $39.50.

How many censuses has each country taken? Which foreign censuses can be found in the United States, and where are they? The Texas Bibliography, as it is familiarly known, is designed to answer such questions.

This volume springs from the acquisition program of the Population Research Center at the University of Texas at Austin. The library has documents from at least 80 percent of all censuses ever taken worldwide.

This bibliography documents the library's own acquisitions as well as

continued

other collections in the United States, both public and private.

From Afghanistan to Zambia, the recent census history of 225 countries is given. Each country entry provides an address for the official statistical office, an address for the distributor of census publications, and a listing of the census publications available in libraries and their locations.

For Chile, for example, the first census available in this country is from 1952. The notation says that it is the "Twelfth general census of population and first of housing."

The general summary and four of five regional reports are available at the University of Texas General Libraries. All the reports can be found at the Population Research Center at Austin. Some of the volumes are available at the Bureau of the Census, the Library of Congress, at the International Monetary Fund Library in Washington, and some are available from a commercial microfiche publisher of censuses, Research Publications, Inc. in Connecticut.

The entries also show that there were censuses in Chile in 1960 and 1970 and the location of reports in the United States.

The most likely sources of more recent census reports are those listed for prior reports so that even though this volume goes only through 1977, telephone numbers are given to allow the reader to check on more recent acquisitions. •

Emerging/ *cont. from p. 3*

blue-collar worker going to college," Murakami said.

Migrant Remittances

The emergence of a middle class is not always dependent on economic growth within a country. If there are people being trained in the professions, the middle class may grow even if jobs are not available on national soil. That is why international migration can be an important indicator.

For example, in an article in the March 1982 issue of *Population and Development Review*, "International Migration and Development: Indians in the Persian Gulf," Myron Weiner cites examples of states on India's west coast that have an emerging middle class primarily because five small oil-producing nations — Kuwait, Qatar, Bahrain, the United Arab Emirates, and Oman — are importing two-thirds of their labor force — much of it from India and Pakistan.

Skilled and semi-skilled Indians who cannot find work at home move to one of the Persian Gulf countries. Middle class Indian communities form in the host country with their own shops, schools, social clubs. But, in addition, Indians send money home for real estate investments and to improve their families' lives. In Kerala, Weiner reports, there has been an increase in the number of cars, refrigerators, radios, and in the number of taxis.

As Keyfitz points out, once the middle class living is begun, it seems to take on a life of its own. "Those who obtain some part of it want the rest quickly; they are not willing to be held back by the slow pace that making all of their fellow citizens middle class at the same time would require. Each element brings a demand for the next. One who obtains a transistor radio wants to move up to a television set. A kind of standard package is in everyone's mind — including a home, automobile, and the means to do some traveling; within the house must be electric lighting, a refrigerator, and a television set."

Substitute Indicators

A recently published, book, *The Political Economy of Income Distribution in Egypt* (London: Holmes and Meier Publishers, Inc., 1981, $55) includes the results of a study in Cairo in which the author found a high correlation between lifestyle and income. For indicators of lifestyle he used the size of residence as measured by the number of rooms, and a weighted scale of certain durable goods such as radio, television, refrigerator, private car, and so forth.

Even though the lifestyle indicators did not correlate perfectly with middle and high income, they were slightly better than occupation and education, he found.

The chapter includes information that would assist a researcher in using information on occupation, education, and lifestyle to arrive at some conclusions about the size of the middle class in a particular country.

The International Labour Office, The World Bank, the United Nations, the European Community, among other organizations publish volumes that give information on the number of people working in various categories (agriculture, mining, manufacturing, financial services, etc.), the prices of consumer items, the number of private cars, televisions, telephones, etc. in a country per 100 households, the level of education, and so forth.

These numbers can be used to assist in constructing some estimates of the number of middle class people in a particular country. Comparisons with the demographics of prior years allow some objective indicators of whether the middle class in a particular country is growing and at what rate. •

—Doris Walsh

Hungary/ *cont. from p. 8*

These often are shared by several families on a rotating basis, as vacation condominiums are shared in the U.S.

Sources of Information

The Hungarian Central Statistical Office has published, in English, detailed data from a 2 percent sample of its 1980 Population Census. Other useful references in English from the Statistical Office are the Statistical Pocket Book of Hungary and the Statistical Yearbook, both published annually. (The Yearbook has an English translation of the summary text only). Both these volumes are available from The Statistical Publishing House, 10-12 Kaszas Street, Budapest, Hungary 1033.

A feel for Hungarian society is available from *Modern Hungary: Readings from the New Hungarian*

Quarterly, 1977, edited by Denis Sinor, Indiana University Press.

Further information on trading can be obtained from John J. Fogarasi, Desk officer for Hungary at the Department of Commerce, (202) 377-2645. •

—*Daphne Spain*

Sources/ *cont. from p. 12*

there is little information for regions within countries. The tables give rise to questions like, "Why are Eire and Iceland the only countries in Europe that have more men than women?", or "Why is life expectancy for both sexes lowest in Turkey and highest in Iceland." Answers to questions like these can be relevant to a marketing campaign.

International Marketing Data and Statistics 1982 is a companion volume. Costing $170, it has statistics for 100 countries in Asia, Africa, Australasia and the Americas.

Statistics about consumers in 13 Western European countries can be found in *Consumer Europe 1982: A Statistical Guide to Europe's Consumer Markets*. Statistical profiles of more than 250 consumer products include household expenditures, and per capita consumption and use in 1975 through 1979, with estimates for 1980. Gale sells this Euromonitor publication for $130.

Other Gale directories with an international focus are the *International Research Centers Directory, Countries of the World and Their Leaders Yearbook, International Who's Who*, and *Directory of International Business, Travel, and Relocation*, which includes demographic statistics businesses could use to determine how to pay employees for traveling or relocating overseas.

The "Gale Catalogue for Managers and Administrators," available for free, contains full details.

The address for Gale Research Company is Book Tower, Detroit, MI 48226. Telephone (313) 961-2242. •

ATW/ *cont. from p. 2*

Rapid Growth in Africa

Interviews with African officials and private opinion makers in Lesotho, Tanzania, Senegal and Togo show they do not always understand the relationship between economic development and population growth.

According to a report by Leonard H. Robinson, Director, and Suzanne E. McLees, researcher, at the International Development Study Center of Battelle Human Affairs Research Centers in Washington, the perceived causes of rapid population growth in the four countries included:

"Vast improvements in health care, including delivery and accessibility; improved sanitary conditions and the provision of potable water supplies; increased life expectancy; reductions in infant and child mortality; and strong traditions and customs favoring large families."

Some effects include the rapid growth of cities and resultant lack of jobs, the overworked agricultural land, a larger dependency ratio because fewer children are dying and adults are living longer; and a shortage of educational facilities and teachers.

None of the four countries has an official policy to slow population growth.

The authors found that policymakers and planners in the four countries were not acquainted with the link between "population growth and economic development," but that in July 1981, the first Parliamentary Conference on Population and Development in Africa resulted in "recognition of the necessity to integrate population variables in all aspects of economic planning."

With this growing recognition, the authors suggest that international population assistance to African countries must continue in order to reduce rapid population growth.

Source: *Intercom:* The International Population News Magazine, March, 1982, The Population Reference Bureau, Inc., 1337 Connecticut Ave., N.W., Washington, DC 20036, (202) 785-4664, individual membership in PRB is $25 annually.

Hispanic Transfer

Companies doing business in Latin America should not overlook the link between their international and domestic Spanish markets.

Topol tooth polish, now a popular smoker's product in the United States, was launched in Venezuela, according to Martin Himmel, president and founder of Jeffrey Martin, Inc., the personal products and over-the-counter drug marketers.

Jeffrey Martin's sales are approaching $100 million, up from $36 million in 1980. Much of the growth is attributed to developing specialized products for the Latin American market, then introducing them to the U.S. Hispanic market. National distribution to non-Hispanics in the U.S. has followed introduction to the Hispanic market.

Source: *Ad Forum*, April, 1982, Agency File, Inc., 18 East 53rd St., New York, NY 10022, (212) 751-2670. Monthly, $48/year. •

Conferences

The World Demographic Outlook, a conference for companies thinking of entering the international marketplace or already marketing overseas, will be held September 23 at the Roosevelt Hotel in New York City.

Among the speakers will be Bruce Chapman, director of the U.S. Census Bureau, John Eriksen, a specialist in business in Africa, and Robert Fox, a Latin American demographic specialist.

Emphasis will be on demographic analysis of new markets, how to use demographic information, and sources for demographic information.

The conference is sponsored by American Demographics, Inc. For complete information, call Ellen Marsh, Conference Coordinator, at (607) 273-6343 or write American Demographics, P.O. Box 68, Ithaca, New York 14850.

Sources

Directories from Gale Research

The first step in a research project is still to consult the reference librarian. This lesson is worth reviewing, as publishers of reference books adapt to the proliferation of data sources and data directories abound.

Gale Research Company, a Detroit-based firm is the major publisher and distributor of directories to international statistical sources for market research. It also publishes directories to associations, online data bases, consultants, and other sources business people care about, and distributes directories foreign publishers have developed.

Gale bills its *Statistics Sources* as "a subject guide to data on industrial, business, social, educational, financial, and other topics for the United States and internationally." This directory is organized dictionary style by topic.

If you're interested in Angola, the first of approximately 50 entries for that country lists its statistical office, the office address, and its major publications. But if you want a specific piece of information, you don't have to write Angola and wait for a reply. The other entries guide the reader to Angolan data published in reference books that are easy to find in this country and that libraries are likely to stock. If you want to know how many tractors are in use in Angola, *Statistics Sources* tells you to look in the United Nations' *Statistical Yearbook*. Or if you need to find out the characteristics of the Angolan merchant fleet, the U.S. Maritime Administration has some information on it.

Now in its seventh edition, *Statistics Sources* costs $130. Like all the Gale directories, it is available on a 90-day approval basis.

Detailed information on statistical sources abroad is contained in three directories that Gale distributes for a British publisher called CBD Research. *Statistics — America* describes the main sources of statistics for economic, social, and market research for each country of North, Central, and South America, including the neighboring islands.

Say you're thinking of marketing your product in Brazil. Entries under Brazil start with an account of the central statistical office, its address, and the scope of its activities. Descriptions of at least 70 statistical publications follow, including the title, the originating organization, its address, the price, and the frequency of data collection and publication. You'll find that reports from the Brazilian Census of 1970 weren't issued until 1974 and 1975, but you'll also find out about the *Boletin Demografico*, which the census-taking office puts out yearly.

The 1980 edition of *Statistics — America* costs $160. Parallel directories are *Statistics — Europe*, which includes Turkey and the USSR, and *Statistics — Africa*, which lists all the data publications you can write to Angola for, if the ones listed in *Statistics Sources* are insufficient. The 1981 edition of *Statistics — Europe* costs $150, and the 1978 edition of *Statistics — Africa*, the most recent one available, costs $110. A companion volume, *Statistics — Asia and Australasia*, costs $65. Published in 1974, this directory only covers market research sources, although future editions will add social and economic sources.

Gale sells a *Statistical Yearbook* for ten socialist countries — Eastern Europe plus Cuba — that are members of the Council for Mutual Economic Assistance. The book includes comparative data for countries and population as well as economic statistics.

Since the Gale publication is an English translation of the Council for Mutual Economic Assistance official yearbook, the statistical tabulations have a strong socialist flavor. Instead of the familiar tables showing population according to occupation or income, there is a table showing population distribution according to social group: workers and employees; peasants, craftsmen, and artisans in cooperatives; the same not in cooperatives; professionals, and others. No country found any "others" in its most recent census; the Soviet Union didn't find any professionals or any peasants, artisans, or craftsmen who weren't in cooperatives either. Data in the most recent edition, which costs $80, are shown for 1979 whenever available.

Another research tool is Gale's *Subject Index to Sources of Comparative International Statistics*, which indexes the contents of more than 350 statistical publications from around the world. Each entry tells how the statistics are presented, in what units, with what frequency, and for which countries.

Researchers interested in how people spend their money in different countries will find that data is available on expenditures on alcoholic drinks in Western hemisphere countries only, and on chocolate and sugar confectionery only for the sweet-toothed Britons. Published in 1978, the *Index* costs $210.

A compendium useful for marketing in Europe called *European Marketing Data and Statistics 1982* offers data for 26 countries in both Western and Eastern Europe. The 18th edition, which costs $170, has data on population, employment, production, trade, standard of living, consumer expenditures, and consumption. A 30-page section called "The European Household" summarizes changes in household size and structure over the last 10 years.

The tables are designed to facilitate comparisons by country;

continued on p. 11

G0200-1

INTERNATIONAL DEMOGRAPHICS™

Vol. 1, No. 6 September 1982

J. Mayone Stycos

Jon Reis

Country Clusters

At least four countries are now modernizing at a rate almost as rapidly as Japan's over the past two decades, according to A. W. Clausen, president of The World Bank. The four are Brazil, Korea, Mexico and Malaysia.

Speaking to the Annual World Trade Conference in Cleveland earlier this year, Clausen said these countries have "dramatically expanded their share of world trade, investment, and output," and that they have moved beyond the traditional "developing country" category, yet do not easily fit a "classic rich country-poor country stereotype."

Clausen described what he called eight country clusters of "high economic significance." He said there is nothing "definitive or magical about the number eight," but added, "as reference points, they shed light on the current dynamics of the global economy, and on its probable future directions . . ."

Clausen's first group includes the newly industrializing countries mentioned above.

Second are the "capital surplus, oil-exporting countries of the Middle East." These countries have launched domestic development programs, but still have money available for international investment. Even with the soft oil market, Clausen says, "they remain a very substantial factor in the global economy."

Clusters three through six are ones of high industrialization: Western Europe, North America, Japan, and Eastern Europe — each changing and with its own tempo, Clausen said.

Another significant economic group, The World Bank president said, is "the vast populous nations of Asia — China, India, Indonesia, Bangladesh, and Pakistan."

"In the face of immense difficulties," he said, "they have achieved very substantial progress in agriculture. The combination of improved domestic policies, redoubled local efforts, mobilized savings, and sound investment has had remarkable success. India, for example, which suffered chronic shortages in the past, is now a net exporter of grain. Pakistan achieved near self-sufficiency and even Bangladesh, in spite of many obstacles has been able to reduce food imports."

The eighth cluster of economic activity defined by Clausen is Sub-Saharan Africa. "It is by far the poorest part of the world economy and hence its greatest challenge. In

continued

Inside

Advisors in foreign countries face difficult cultural barriers 3

Kenya: Education, health, and construction are growth areas 4

Sources: Private companies help fill data gaps 9

The Supercities: Who will gain and lose in the 21st century 12

the decade of the 1970s, 18 of the countries in the region actually suffered a decline in their already desperately low income per capita."

"The present projections for the 1980s," Clausen continued, "indicate virtually no growth in that income for the majority of the countries in the area."

However, he said, "projections are not predictions. It is not only possible—but imperative—that through the intensified efforts of the countries themselves, combined with greater assistance from the international development community, that the decline and stagnation of the past decade be reversed. The turnaround in Sub-Saharan Africa can be achieved. It is in the interest of the entire world economy that it succeed." •

Around the World

Of Jobs and Children

Access to education and outside employment are two important elements in reducing worldwide fertility, according to the World Fertility Survey, the largest social science project ever undertaken. To date, more than 300,000 women in 19 developed and 41 developing countries have responded to the survey.

Birth rates are falling in most countries. Studies show that most women in developing countries would prefer to have fewer children than they do.

Although education helps reduce unwanted births, improved education often raises fertility levels at first, because it encourages women to cease breastfeeding in favor of bottlefeeding, which they perceive as more modern. Since breastfeeding inhibits ovulation, the bottlefeeding mother becomes pregnant sooner if she doesn't use a contraceptive.

In such countries as Bangladesh, where only 8 percent of fertile women use contraceptives, a fashion for bottlefeeding could lead to an explosive baby boom.

"With few exceptions," says John Cleland, a senior analyst at London's International Statistical Institute, "fertility is highest among women who have not worked since marriage and lowest among women who work for a nonfamily member."

When a high proportion of the population is engaged in farming, children are a benefit. But when large-scale, high-technology farms replace family farms, women are more likely to work for wages rather than on family plots. Babies, in these circumstances, may be more of a burden than an asset.

If daughters can earn money, there is less pressure to have a son, and less pressure to marry daughters off early. And if financially productive daughters marry later, the length of time between generations widens as well.

Source: *Popline*, June 1982, Population Institute, Population Action Council, 110 Maryland Ave., N.E., Washington, DC 20002. Monthly/$25.

China Bird

The United States and China will share a two-hour special featuring Big Bird of Sesame Street next winter.

Professor Gerald S. Lesser, chairman of the Human Development area and Director of the Center for Children's Television at Harvard University has completed an agreement with Chinese television officials to co-produce three different television ventures.

Source: *Harvard Graduate School of Education Association Bulletin*, Summer/Spring 1982, 35 Longfellow Hall, Appian Way, Cambridge, MA 02138.

Gabonese Consumers

The U.S. Commerce Department predicts a high level of sales of imported consumer goods in Gabon through 1983.

With a population of about 700,000, Gabon is located on the West Central coast of Africa. In 1981, Gabon ranked sixth in importance among the U.S. trading partners in sub-Saharan Africa, after Nigeria, South Africa, Angola, Cameroon, and Zaire.

Per capita income in Gabon in 1980 was $2,591. Its relatively high per capita income and large, wealthy expatriate population creates a larger market for consumer goods than might be expected.

Rice, canned fruits, vegetables, fish, snack foods, and meats, household appliances and other housewares, stereo equipment, tape recorders, video games, and sporting goods of all types, particularly those related to the beach and other maritime activities are promising, according to the Commerce Department.

Source: *Marketing in Gabon*, Overseas, Business Report, June, 1982, Publications Distribution Room 1617, U.S. Department of Commerce, Washington, DC 20230 or contact Commerce district offices. •

Conference Reminder

The World Demographic Outlook Conference sponsored by American Demographics will be held on September 23 at the Roosevelt Hotel in New York City. For more information, or to register, call Ellen Marsh, conference manager, at 607-273-6343.

INTERNATIONAL DEMOGRAPHICS

Publisher: *Peter Francese*
Executive Editor: *Bryant Robey*
Editor: *Doris Walsh*
Research Director: *Cheryl Russell*

International Demographics (ISSN 0731-5414) is published monthly by American Demographics, Inc., P.O. Box 68, Ithaca, N.Y. 14850. Telephone (607)273-6343.

© 1982 by American Demographics, Inc. All rights reserved.

Subscription rate: $148 a year.

The Foreign Advisor: Planned Obsolescence

U.S. businesses may find themselves asked to provide advice to foreign governments or firms. This is a more difficult role than it may seem, particularly since responsibility for decisions rarely rests with advisors, who must be prepared to have their advice rejected.

Advisors serve many roles, and companies should be clear in advance about what they expect from such a position. Understanding the likely problems advisors face and how American advisors function in a different culture can assist companies in deciding who to send as an advisor and can help the advisor find a productive role overseas.

It is important to decide whether the advisor should be a generalist or a specialist. A generalist with no special skill may find that everything he does can be done better by one or another of the people he is supposed to advise. To be effective, he should have something he can do unquestionably better than anyone else. The best solution probably is to hire someone competent in a specialty but with broad knowledge as well.

Whether the advisor is to be a strong leader or a permissive suggestor is usually not a function of the advisor's personality but largely a matter of the personalities of the top three or four local leaders with whom he will work.

An often neglected question is the relative ages of the advisor and local partner, especially in many developing nations where age is a status factor. An advisor who is older than the local partner may be accorded automatic respect, but he may never receive frankness or achieve an easy face-to-face friendliness. A younger advisor, on the other hand, may be bossed by an aggressive partner.

An advisor can be a hard arguer or a gentle persuader. In cultures in which argumentation is normal, as in Arabic societies, an advisor should be prepared to argue bluntly and even appear angry with his advisees. In cultures emphasizing politeness and avoidance of conflict, as in the Orient, it is wisest to sow one's seeds of suggestion and then patiently wait a month to see whether a flower grows.

One of the touchiest points of advising is the nature of the association between the advisor and the local partner. There are two poles, with a range in between: friendly-informal or formal-impersonal. Which is best depends on the degree of formality present in the society generally, on the personalities of the advisor and the ranking local staff, on the table of organization, and on the relative statuses of the advisor and the local. Often it is best to have two ways of relating, one for inside the office ("Mr. Aaron"), and one for outside the office ("Hank").

Recurring Problems

Thinking ahead can minimize problems associated with any overseas job.

- Lack of adequate communication: for a European or American advisor, one of the most irritating—or even humiliating—experiences is to have one's remarks ignored. But advisors to Oriental and some other cultures need to learn that the most polite way to reject unwanted advice is to pretend not to hear it. This behavior should be recognized not as an insult, but simply what it is—the polite form of disagreement, and therefore a form of communication. An advisor newly arrived in an unfamiliar country would do well to locate a good instructor in the local nuances of inter-office communication—that is, the use and misuse of paper versus oral memoranda, of saying it in person versus sending a subordinate, or of just walking into the local partner's office versus telephoning first to announce the visit.
- Culture shock: Advisors know already that they will have to deal with a strange new set of forms of politeness and other behavioral rules, but it rarely seems to occur to advisors that they represent a potential source of culture shock to the local personnel, who have to face—and perhaps conform to—our curious foreign methods of reporting expenditures, requesting favors, or even meeting new people. Whereas in the United States a visitor can walk into a business office freely, in Morocco he must have an invitation. In French-speaking nations it is insulting to omit "Monsieur" before a name, and first names are used rarely; but in Thailand, I was addressed formally as "Dr. Ralph," informally as "Khun (Mr.) Ralph," and by friends as "Ralph." Despite their superficiality, forms of politeness sometimes are taken with deadly seriousness.
- Insufficient labor pool of educated persons in the organization: This is an almost-universal fact of life in developing nations. About the only thing to do is to decide to let it slow you down as little as possible, and not to let it get you down entirely.

The standard solution is to send some of the local staff abroad for further training, but this long-run solution contains the drawback of making the personnel shortage even worse in the short run.

One obvious step in almost any country is to hire more women and train them to do skilled work; but in many nations, this flying in the face of social norms could result in the loss of the advisor's credibility. Trying to advance women's liberation, no matter how slightly, in an Arab country would be unavailing at best and tampering with the culture at worst.

Above all, advisors need to have a flexible personality. They should be nearly unflappable. As it is impossible to know other cultures well enough to anticipate all of the incensed feelings and time-wasting cross-purposes that may arise, successful advisors often fall back on an

continued on p. 8

Country Profile

The Republic of Kenya

Kenya, according to a report from the American University Fieldstaff, is "an aggressive, entrepreneurial nation that is extremely serious about economic success." But the country's rapid population growth poses serious problems.

Kenya's population grew fully 41 percent between the censuses of 1969 and 1979, and its growth rate is increasing. Kenya's 1982 birthrate—53 births per 1,000 population was the highest in the world. According to the U.S. Census Bureau, Kenya's population was 17.1 million in 1981, growing at a rate of 4.1 percent annually. At this rate population will double in less than 18 years.

While population grows rapidly, the wildlife for which Kenya is famous dwindles almost as quickly. Certain species of elephants and rhinoceroses that used to be prolific 20 years ago are now near extinction. Part of the problem is poaching from game reserves. The prices paid for ivory, up to $24 per pound, and rhino horns that are used in Asian folk medicines, $687 per *ounce*, are more money than most villagers earn in a year. The World Bank reported Kenya's projected GNP per capita at $420 for 1980, higher than all five of its neighbors except Sudan.

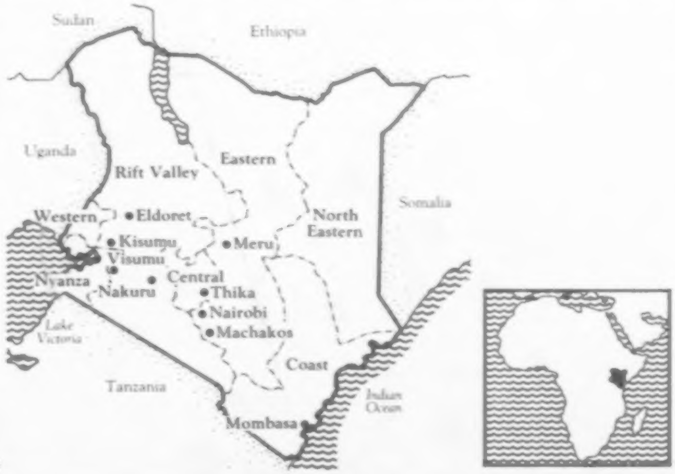
The fate of wildlife is important to Kenya's economy. Tourism is the largest source of income after coffee exports, and visitors to national parks brought in about $218 million in 1980. The 17 national parks and historic sites attracted over 500,000 visitors in 1979. Museums and snake parks registered over 400,000 visitors. Twenty-six thousand Americans were among them.

Ethnicity

Kenya, which became independent from Great Britain in 1963, elects its president and members of a National Assembly. The country has tried to unify the 38 major tribes politically while maintaining ethnic and cultural diversity. The Swahili word "Harambee"—let us all pull together—has been adopted as the national motto.

The largest tribe, the Kikuyu, 3.2 million, and the Luhya, 2.1 million, are sub-groups of the Bantu tribe, which is the identity of the majority of Kenyans. The Masai, once a formidible warrior group, totalled only 241,000 in 1979 and are now nomadic cattle herders.

KENYA



* *cities of 40,000+*

Virtually all of the country's permanent residents are native Kenyan. About one percent consist of other Africans, Asians, Europeans, Arabs and others. The number of expatriate residents has declined since independence—from 270,000 in 1962 to only 8,000 in 1979.

Regions and Cities

About 90 percent of Kenya's population lives in rural areas. In Kenya, an urban area is defined as one with more than 2,000 inhabitants. The capital, Nairobi, has 850,000 people, and the next largest city, Mombasa, 400,000 residents. There are only two other cities with over 100,000—Visumu and Nakuru. In addition, Machakoo, Meru, Kisumu, Eldoret, and Thika each had between 40,000 and 100,000 residents in 1979, and served as trade centers for the rest of the country.

Nairobi has become the commercial hub of East Africa because it is centrally located at the edge of prosperous agricultural settlements in the Kenya Highlands and is a focal point of regional transportation and communications. The city is also an industrial center, producing vegetable oils, pyrethrum extracts, and processed coffee for export.

Mombasa is the leading port and major distribution center of Kenya. Some of the largest import-export firms are located there.

Nakuru and Eldoret developed principally as trading centers for affluent Europeans. They are now the home for large-scale commercial organizations, such as Kenya Farmers Association, which distributes agricultural machinery, fertilizers, and supplies. Agricultural chemicals were the principal U.S. export to Kenya in 1980.

Kenya has seven provinces and 40 districts (excluding Nairobi). The largest province is the Rift Valley, with 3.2 million inhabitants in 1979.

There are 13 districts in the Rift Valley, the largest being Kericho with 633,000 residents. The province with the smallest population is the North Eastern province, with only 374,000 people.

The Kenyan Central Bureau of Statistics warns that it is misleading to compare 1979 provincial data with earlier census figures because the completeness of census coverage differs. There were also changes in boundaries among provinces, districts, and urban centers between 1969 and 1979.

Age Distribution

Because of Kenya's high fertility, the country has many young people. Forty-seven percent of the population is under age 15, twice as high a proportion as in the U.S. Schools, health services, and the economy will be faced with tremendous pressures from these youth. Only about 3 percent of the Kenyan population was aged 65 or over in 1979, compared with over 11 percent in the U.S.

The Kenyan Central Bureau of Statistics warns that all vital statistics are subject to underestimation. Registration of births and deaths is compulsory, but complete coverage has not yet been achieved. Increases in birth and death rates are partly due to improved coverage.

Immigration does not play a significant role in Kenya's population growth. According to available records, immigrants to Kenya have fluctuated over the past decade, peaking at over 300,000 in 1971 and declining to a mere 70 in 1979. The number of people leaving the country has also fluctuated, although not as much. Approximately 15,000 Kenyans left the country in 1971; the number peaked at 30,000 in 1976, and declined again to its lowest rate of 3,400 in 1979. Fully a third of all emigrants went to Great Britain.

Rules on reporting immigration and emigration change from year to year and the fluctuations may, in part, reflect these rule changes.

Urban Housing

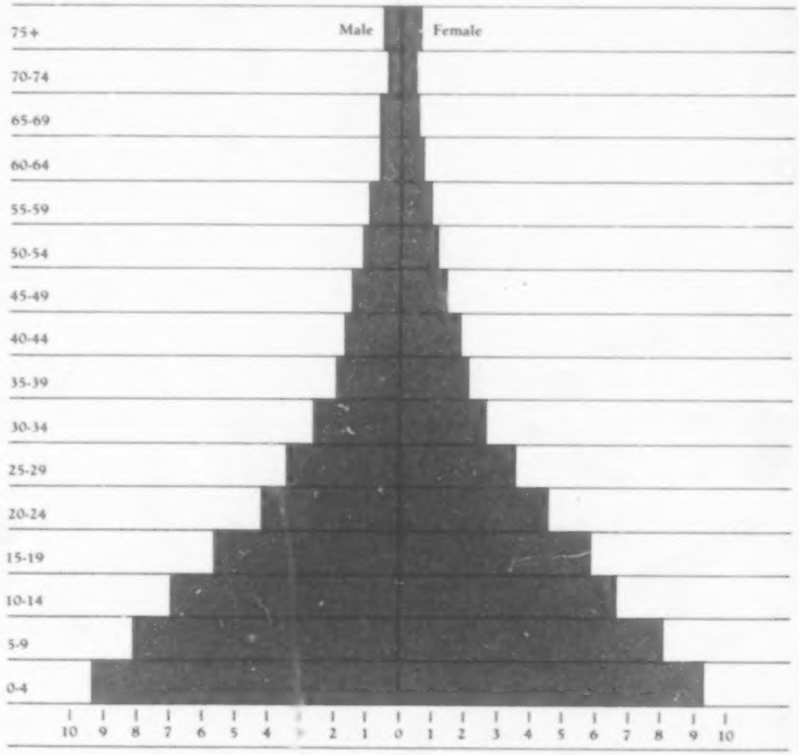
A 1979 survey of the nine largest urban centers reported 285,000 privately owned and 60,000 publicly owned dwelling units. A dwelling unit was defined as a place of residence for a family, individual, or group of persons eating together and sharing expenses for common provisions. Dwelling units can range in size from one room to a large, single-family home.

Twenty-three percent of privately owned units were in "peri-urban" areas, and were mainly shanties. Privately owned urban units accommodated 1.2 million persons in 1979, 250,000 of whom were living in shanties. Poor building materials and a lack of sanitation, water, and electricity characterize the shanties. Household size averages about four people per household, and varies only slightly according to housing type.

continued

Kenya, Population by Age and Sex, 1979

(in percent)



Age	*Total*	*Male*	*Female*
All ages	15,327,000	7,607,100	7,719,900
0-4	2,843,400	1,422,000	1,421,400
5-9	2,491,700	1,247,000	1,244,749
10-14	2,074,700	1,050,900	1,023,800
15-19	1,741,800	854,100	887,700
20-24	1,327,400	641,400	686,000
25-29	1,055,800	514,500	541,300
30-34	818,100	405,400	412,700
35-39	615,600	290,200	325,400
40-44	535,200	261,500	273,700
45-49	440,900	218.900	222,000
50-54	373,900	182,900	191,000
55-59	275,300	140,800	134,500
60-64	217,200	107,700	109,500
65-69	183,200	100,000	83,200
70-74	128,900	66,400	62,500
75+*	203,900	103,400	100,500

**Includes about 30,000 age not specified.*

Publicly owned dwellings accounted for 17 percent of the urban housing stock. Average monthly rent was the equivalent of $26 in public units, compared with $62 in privately owned units, a statistic that indicates the extent to which the national government, local authorities, and public corporations subsidize housing.

Residents of Nairobi pay the highest rents, $18 per month for a one-room unit in 1979, compared with $14 in Mombasa, Kisumu, and Nakuru for a one-room apartment. Residents of five-or-more roomed units paid $680 in Nairobi and an average of $177 in the other three cities.

The government's development plan for 1979-1983 calls for continued subsidies for low-cost urban housing. Traditional residential houses are projected to grow at 3.5 percent per year, while building activity is expected to spread outward from the major urban centers during the 1980s.

The Central Bureau of Statistics reported 2,400 new residential units in the eleven main towns in 1979. Ninety-five percent of those were completed for private ownership. In Nairobi, where most of the new building took place, over one-half of all new dwellings consisted of five or more rooms, excluding kitchen and bathrooms.

Public Health

The Kenyan Ministry of Health has adopted an integrated rural health plan aimed at "health for all Kenyans by the year 2000." This program is establishing community-based health activity projects to give individuals greater responsibilty for health problems.

Health services are improving through additional physical facilities, personnel, and education in personal hygiene. The number of hospital beds per 1,000 population rose from 166 in 1978 to 176 in 1979. However, the population is growing so rapidly that health services will have to grow even faster than this.

Kenyatta National Hospital in Nairobi recently expanded, and new district hospitals in Makueni, Nyamira, and Iten are in various stages of completion. Construction is scheduled to begin on ten more hospitals in the early 1980s in regional towns.

Literacy and Education

English and Swahili are the two main languages of Kenya. Like some other African countries, Kenya has a low level of literacy. Although there are no current estimates, probably fewer than 50 percent of Kenyans are literate in English or Swahili. Approximately 50 percent of the population have no formal schooling. Forty percent have a primary education,

KENYA AT A CROSSROADS

Kenya is a country of great potential. It has a vigorous economy, a literate, relatively well-educated population, and a record of development accomplishment that few other African countries can approach. But Kenya is at a crossroads. Continuing on the path of stability, freedom and increasing prosperity that marked the country's post-independence experience under President Jomo Kenyatta will require extraordinary leadership with enlightened management of the economy.

Jomo Kenyatta enjoyed the unquestioning support of a strong segment of the population. President Daniel arap Moi faces a different, and in many ways, more difficult situation. Income disparities between rich and poor are increasingly obvious. Common men struggle to obtain enough land to support their families at a subsistence level while wealthy politicians often own large farms where machinery displaces peasant labor thus aggravating the problem.

The government encourages stability by discouraging dissent. When the constitution was recently amended to make Kenya a one-party state, university faculty who questioned the amendment were detained by police. On August 1, a group of Air Force officers and recruits tried to seize control of the government. The coup attempt failed, but the experience shook the nation badly.

With time, the physical damage of looting and rioting can be repaired, but the more difficult task is to address the underlying domestic problems Kenya faces as a maturing nation and rebuild confidence with the international business community.

Among the problems is rapid population growth. Less than one fifth of Kenya's land is suitable for intensive agriculture. Already this resource is reaching saturation. Opportunities for agricultural expansion have been exploited, but growth in food production is falling behind population growth. As a result, the country relies increasingly on food imports to sustain the standard of living.

In the late 1970s, soaring world prices for tea and coffee, important export products, made people optimistic. The more recent decline in prices, however, has put Kenya in an awkward balance-of-payment position. Development plans made only a few years ago now appear financially infeasible. The guidelines for the next five years, 1983 to 1988, stress conservative fiscal policy and the need to live within constraints on foreign exchange and domestic resources.

The government is interested in improving agricultural production, particularly in arid and semi-arid areas. It will emphasize technologies that increase the number of productive employment opportunites for unskilled labor while conserving capital, especially foreign exchange. Public works will emphasize small-scale local projects (village water systems, roads, small bridges). The private sector can be expected to play a vigorous role in manufacturing and commerical activities. Demand for consumer goods will be strong, but foreign exchange shortages may constrain imports. Prudent businesses will monitor carefully the path Kenya takes as it addresses the problems lying ahead.

—This piece was contributed by an American living in Kenya

Candace Blanton

and 8 percent have a secondary or higher education—10 percent of men and 5 percent of women.

There were 9,600 primary schools and 1,700 secondary schools in Kenya in 1979. Primary schools consist of grades 1 through 7, called standards, for which no tuition is charged. Parent associations exist for each primary school in the country, and are responsible for the construction of school building, furnishings, and funds for extracurricular activities.

Secondary schools consist of forms 1 through 6 and are of three types: those "maintained" by the government through grants and the provision of teachers; those "assisted" by some government subsidy; and those which are "unaided" by the government.

About 90 percent of children aged 6 to 12 were enrolled in primary schools in 1979, up 10 percentage points since 1978. The numbers of primary teachers and classrooms has not grown as rapidly as the number of students, creating pressures on current facilities in some districts.

Enrollment in secondary schools was 300,000 in 1979, approximately 50 percent of whom were girls. Enrollment in secondary schools has not increased as rapidly as in primary schools.

The University of Nairobi and its associated Kenyatta University College are the two institutions of higher learning. Over 8,000 students were enrolled in 1979-80 in the two schools, about one-quarter of whom were women. Several hundred of these students were from other countries.

The Educational Media Service produces radio programs with supplementary printed materials to aid primary and secondary school students and teachers. Programs for teachers are aimed at improving modern math and language skills.

The Labor Force

Traditional concepts of employment and labor force participation are inapplicable in countries like Kenya, which are still largely rural. How do you classify an occupation like "laibon," a spiritual leader of the Nandi and Masai tribes whose authority is based on mystical powers?

About two-thirds of all Kenyans in 1979 worked on farms and were not part of the modern sector economy. Only 12 percent of the population aged 15 and over were employed in wage labor, approximately one million people, up from 691,000 in 1971. The public sector accounted for 44 percent of all jobs.

One-quarter of all wage earners were employed in the agricultural and forestry industry in 1979, and almost half of those jobs were on coffee or tea plantations. Thirty-six percent of earners worked in community, social, and personal services, three-quarters of which were public sector jobs. Manufacturing employed 14 percent of all earners in 1979, and construction, wholesale and retail trade, and transportation and communication each accounted for approximately 6 percent of employment. Mining, electricity and water, and financial services accounted for the remaining 5 percent of the modern sector economy.

Construction, the fastest growing industry between 1975 and 1979, grew 51 percent. Financial services, including insurance, real estate, and business services, grew 48 percent, and manufacturing grew 37 percent. Mining and quarrying were the only industry sectors which experienced a decline, 26 percent.

Almost one-half of all wage employment is located in the major towns, defined as towns with 1,000 or more persons employed since 1972. Among all towns, Nairobi accounted for one-half of all wage employment in 1979. After Nairobi the province with the highest number of paid employees was the Coast, containing Mombasa's 234,000 workers. The province with the smallest number of employed persons was the North Eastern province with only 5,000 paid workers in 1979.

Income

It is difficult to assess income in the rural sector, where there is often no cash economy. The Masai, for example, measure their wealth by the size of their cattle herds. In the modern sector, however, where it is possible to quantify wealth more specifically, the 1981 Yearbook of Labour Statistics (International Labour Office, Geneva) reports the following equivalent earnings per month in 1979 for Kenyans: non-agricultural activities, $159, manufacturing $148; mining and quarrying, $138; construction, $133; transportation and communications, $219; and agriculture, including wages and room and board, $56.

Transportation and Communication

Kenya has over 50,000 kilometers of established roads, only one-tenth of which are paved. There were about 200,000 motor vehicles in 1975, the latest reliable statistics, approximately 40 percent of which were private cars, 30 percent pick-ups, 10 percent heavy trucks, and 2 percent buses and minibuses. Kenyans traditionally drive on the left side of the road, but with the construction of the Mombasa-Lagos Trans African and the Cairo-Gaberone Trans East African Highways, Kenya will be linked with countries which use right-hand driving. The Kenyan government has decided to conform to the right-handed practice and is conducting a survey to determine the safest way to achieve the switch.

The Kenya Railways Corporation operates over 2,440 miles of railroads, half of this is the mainline between Mombasa and the Ugandan border. Air travel and air freight are well developed, with major airports at Mombasa and Nairobi. Towns such as Kisuma and Malindi have airports, and there are many "bush" airstrips throughout the country.

There are two daily newspapers in English (*Daily Nation* and *Standard*) and one in Swahili (*Taifa Leo*). There are three weekly newspapers: *Sunday Nation*, *Sunday Standard*, and *Coast Week*. Kenya also has two weekly periodicals, *The Weekly Periodical* and *What's On*, a free guide to current events published by the National Group of Newspapers.

Circulation of daily papers was 151,000 in English and 54,000 in Swahili in 1979. English weeklies had a circulation of 150,000, and Swahili weeklies of 97,000. Circulation of both English and Swahili dailies increased by 15 percent between 1978 and 1979, but circulation of the English weeklies increased by an even greater 58 percent, compared with only 9 percent for Swahili weeklies.

The number of radios bought by Kenyans rose from 131,000 in 1978 to 160,000 in 1979, an increase of 22 percent. In contrast, the number of new televisions purchased declined from 7,300 to 7,100. Estimates are that there were 1.7 million radios and 70,000 televisions in Kenya in 1979.

Sources of Information

The Kenyan government has released only limited information from the 1979 census. These statistics can be found in the *1980 Statistical Abstract*, published in English by the Central Bureau of Statistics, Ministry of Economic Planning and Development, Nairobi, Kenya for Sh.70 (about $10). The abstract contains detailed information on external trade, industrial production, financial statistics, and tourism. It also contains results from the 1974-75 Integrated Rural Survey.

The *1980 Economic Survey* is published by the same office and sells for Sh.40 (about $6). This volume reviews economic trends and projections, external trade and public finance, energy consumption patterns, and transportation and communication.

The Minister of Economic Planning and Community Affairs has published the fourth in a series of economic development plans titled *Development Plan for the Period 1979 to 1983, Parts I and II*. Part I costs Sh.50 (about $7) and Part II costs Sh.40 (about $6). Both can be ordered from the Government Printer in Nairobi. These are policy-oriented and list the budgets assigned for each Ministry in the government during the stated plan period. As such they include a combination of existing data and projections.

The U.S. Census Bureau published a Coutry Demographic Profile of Kenya in 1978 (ISDP-DP-11), U.S. Government Printing Office, Washington, DC 20402. The profile. is based on results from the 1969 census, with a few projections past the early 1970s. Patricia Rowe is the contact person, telephone (301) 763-2834.

The U.S. Department of Commerce's International Trade Administration has two recent publications in Kenya. "Foreign Economic Trends and their Implications for the U.S." (FET-82-011) on Kenya was released in February, 1982, and can be obtained for $1.50 from the Publications Sales Branch, Room 1617, U.S. Department of Commerce, Washington, DC 20230. An Overseas Business Report titled "Marketing in Kenya" (OBR 82-09) was released in May, 1982, and is available from the same address. •

—Daphne Spain

Foreign Advisor/*con't from p. 3*

attitude that whatever will happen tomorrow, somehow something good can come from it.

Personnel or administrative experience is helpful, and an advisor should be a good communicator. This ought to go without saying, but it does need saying for there are many advisors who cannot talk or write well enough to get across to local staff the benefits of the hard earned experience they have acquired elsewhere.

Being a good letter-writer helps. Headquarters always wants to know what is going on, and a skilled advisor learns how to tell the details of what is happening without giving the impression that every day is a crisis.

Language skills may be needed or not, depending on the country. In countries speaking little-known tongues, the local staff is flattered if their foreign advisor tries to learn their language, but unless he is an exceptionally quick learner, simple phrases are about as much as he can justify the time to acquire. For example, in Morocco it was clear that the time spent by American advisors in improving their French yielded on-the-job benefits; but in Thailand there was little occupational benefit.

The ability to handle frustration, a requisite for effective performance on many U.S. jobs today, is even more important for overseas advisors. The work situation usually is little amenable to control by a foreigner. Having scapegoats in two countries is dubious compensation.

Finally, a sense of institution-building is invaluable. After the advisor is gone, there should be left a sufficient repository of knowledge and professional habits to keep the organization going. To build a dam in Africa is desirable, but even more so is to train Africans to build it—and thereafter, as many more as they see fit.

An advisor normally is working in a foreign country as a technical expert because the country or firm does not have someone with the advisor's particular competence. A foreign advisor's primary function, therefore, is to develop the local organization's personnel and capabilities to the level that it can get along by itself, without an outside advisor. Thus, the ultimate goal is to become obsolete. •

—Ralph Thomlinson

The author, who has served as an advisor overseas, is a professor of sociology at California State University at Los Angeles. This article is excerpted from one which first appeared in International Review of Administrative Sciences, Vol. XLI, No. 4.

Census Update

Liberia

Like its neighbors in Africa, Liberia's population has more than doubled in the past 30 years—from an estimated 824,000 persons in 1950 to an estimated 2 million people in 1981.

Liberia has a young population and will have for many years. Today, about 45 percent of its people are under age 15. Women of childbearing age are expected to increase from an estimated 353,000 in 1974 to a projected 577,000 in 1990. Even if the fertility rate is reduced, rapid population growth will continue.

In the last 10 years, estimates of Liberia's total fertility rate—the average number of children a woman will have if she follows age-specific fertility rates for a given year—have ranged from 2.8 to 6.0. However, according to the U.S. Census Bureau, the total fertility rates are greatly underestimated. Because Liberia has a strong family planning program, fertility rates are likely to fall.

Liberia has only one urban center, the capital, Monrovia, with an estimated population of more than 100,000. The next largest cities have only about 20,000 people.

The most up-to-date information available about Liberia (based on the 1974 census and recent estimates) comes from the March 1982 U.S. Bureau of the Census country demographic profile, which can be ordered from Data User Servies Division, Customer Services (Publications), Bureau of the Census, Washington, DC 20233. $3.25 per copy.

Canada

Statistics Canada has recently released several population-related reports of interest to business.

Income Distribution by Size in Canada, 1980 (13-207, $9.60) provides estimates from the annual Survey of Consumer Finances. It shows that average family income (total money income before taxes and deductions) rose to $27,398 in 1980 from $24,245 in 1979, an increase of 13 percent. Statistics Canada reports that most of the increase was wiped out by inflation. In terms of real purchasing power, income increased by about 3 percent. For more information, call the Data Dissemination Unit, (613) 996-5294.

Two reference maps from the 1981 Canadian census enable users to relate census data to their corresponding geographic areas. Census Metropolitan Areas and Census Agglomerations (99-906, $9.50) show boundaries and component parts of all 24 census metropolitan areas and 88 census agglomerations.

Census Divisions and Subdivisions (99-907, $7.50) contains a series of reference maps in three colors showing the boundaries of census divisions, subdivisions (municipalities) and consolidated subdivisions for each province.

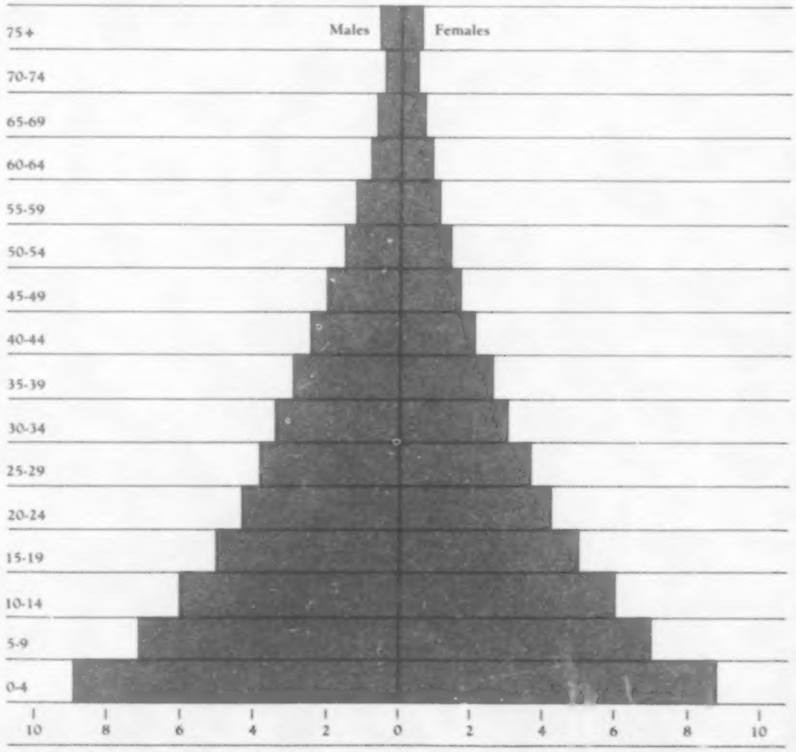
A new set of tabulations from the monthly Labour Force Survey shows that on average in 1981 both husband and wife were employed full-time in 1.7 million families. (31 percent of all married couple families), and nearly half of women with children under age three were in the labor force. These and other findings are reported in the May issue of *The Labour Force* (71-001, $3.50 single issue, $35 annually).

The Geographic distributions of populations in specific provinces based on the 1981 census are beginning to be released. Now available are Yukon (93-911, $4.80); Prince Edward Island (93-902, $6.60); Nova Scotia (93-903, $6.60); New Brunswick (93-904, $5.50); Ontario (93-906, $9); Manitoba (93-907, $6.60); Alberta, (93-909, $6.60); and British Columbia (93-910, $6.60).

The 1981 Census of Agriculture has also been released. It found that the number of farms and total farm acreage in Canada decreased during the 1970s, but that the amount of

Liberia: Estimated Population by Age and Sex, 1981

(in percent)



improved land increased and is farmed more intensively than ever.

Average farm size increased from 499 acres in 1976 to 511 acres in 1981. The median age of farmers has declined from about 49 in 1971 to 47 in 1981, and more farmers are working away from the farms. Eighty-seven percent of Canadian farms are still being operated by individuals and their families. These farms account for 65 percent of sales. For more information, contact Ross Grenier (613) 995-0772.

Order all publications from: Publication Sales and Services, Room 1710, Main Building, Statistics Canada, Ottawa K1A OV7, Canada. Include the title of report, reference month, quarter or year, and the publication number. Checks should be made payable to Receiver General for Canada.

New Zealand

New Zealand's 1981 census counted exactly 3,175,737 people, an increase of 1.5 percent over the 1976 census figure, according to a report in the May, 1982 *Asian and Pacific Census Forum*.

Based on a random sample of 10 percent of the households, the Department of Statistics reports that the birth rate continued to fall and that New Zealand has had a net loss of children under age 15, as a result of emigration.

New Zealand's population is aging. The pre-school and school-age populations declined from 30 percent of the population in 1976 to only 27 percent in 1981. During the same five years, the working-age population (15 to 59 years) increased by about 2 percent to 59 percent.

Native New Zealanders are gaining in proportion to immigrants. Eighty-five percent of those counted were born in New Zealand. Fewer people are coming from England, Ireland, and Australia, while more are immigrating from the Pacific Islands (Western Somoa, Cook Islands, Tonga, Niue, Tokelau, and Fiji).

More detailed information on the New Zealand census is available by obtaining a catalogue of publications from: Government Printing Office, Private Bag, Wellington, New Zealand. •

Sources

International Private Data Companies

Firms that provide demographic data depend on the computer, and the private data industry extends only about as far as computers hold sway. A few companies in the United States can provide computerized data for other countries where computerization has taken hold. This column introduces those of which we are aware. International Demographics will continue to look for international private data companies and to provide more detail about their services and those of the firms mentioned below.

CACI

The Market Analysis Division of CACI can use census data to target in countries where small-area data is available in computerized form.

Many U.S. companies are already familiar with some of CACI's tools: DORIS, SITE, and ACORN. DORIS finds geographic areas with selected demographic characteristics; SITE uncovers the demographics of a population living within a given distance of a set of geographic coordinates, and ACORN types neighborhoods according to population characteristics. ACORN was developed in England.

CACI has 34 offices in nine countries—Great Britain, Bermuda, Ireland, West Germany, Sweden, The Netherlands, Belgium, Canada, and the United States. Its principal foreign office is in London, and U.S. clients can access its foreign data base online with a U.S. telephone call. (George Moore, CACI, 1815 N. Fort Myer Drive, Arlington, VA 22209: (703) 841-7807.)

The Futures Group

The Futures Group sells a reference tool called GLOBESCAN designed to give business planners information when they are contemplating buying a plant or selling a product abroad. This two-volume compendium brings together demographic and economic statistics for 140 countries, including all those with a population of at least one million.

GLOBESCAN also contains projections of population by age, sex, and urban/rural residence, household size, and per capita income, as well as other economic variables. The most recent version will be available soon, but has not yet been priced. The previous version, which included a computer disc of the data and a model for making new projections, cost $395.

Much of the information The Futures Group uses for its demographic projections was developed by its staff as part of a project funded by the Agency for International Development. The project—called RAPID, for Resources for the Awareness of Population Impact on Development—has sent Futures Group staffers into more than 20 countries in the last five years. The data they have gathered allows them to project how population growth will affect agriculture, education, health, labor force participation, and urbanization.

The firm's consulting projects range from answering such questions as "What is the market for watches in Argentina?" to advising multinationals on products to abandon or develop, or countries in which to operate. (John Stover, The Futures Group, 76 Eastern Boulevard, Glastonbury, CT 06033: (203) 633-3501.)

SRI International

SRI International is a consulting firm with offices around the world. Its International, Management, and Economics Group has a Decision Anaysis Department that assesses economic and political information relevant to a client's overseas business activities.

"Let's say a U.S. firm wants to produce Barbie dolls overseas," says SRI's Syed Z. Shariq. "It might be thinking of going to Sri Lanka because labor is cheap there, but it will need to know whether the skills its production requires are available, and it will need to know about local regulations—say that employers must meet employment quotas for ethnic groups—that might affect its decision." SRI provides the demographic, economic, and political information as well as the process that helps corporations evaluate their overseas options.

The international group's studies of demographic and macroeconomic conditions are complemented by SRI's World Business Division, which monitors conditions in individual countries or regions. This group develops forecasts for up to 20 years ahead. It also has a Business Intelligence Program, which scans publications around the world and issues research reports describing market trends and economic and technological changes. (Syed Z. Shariq, Decision Analysis Department, SRI International, 333 Ravenswood Avenue, Menlo Park, CA 94025; (415) 326-6200. In the East, Harvey Kushner, Director, SRI-New York, 360 Lexington Avenue, New York, NY 10017; (212) 599-5854.)

Business International Corporation

Business International Corporation's online data base BI/DATA, available through DIALOG, General Electric, and I.P. Sharp timesharing networks, has demographic, economic, and labor data for 131 countries, including forecasts for many of them. Much of the same information appears in printed form in Worldwide Economic Indicators, which costs $180 for the 1982 edition.

BI also publishes annual compensation surveys for Europe, Latin America, and Asia, and a semiannual worldwide survey of executive living costs. Its research services include site location studies, product positioning studies, and strategies for firms undertaking their first international venture. (Peter G. Mikelson, Manager of Database Services, Business International Corporation, One Dag Hammarskjold Plaza, New York, NY 10017; (212) 750-6400.)

Predicasts

Predicasts produces several data bases for international business use. PTS Worldcasts, available on line (through DIALOG and BRS information retreival systems) or in 8 printed volumes has abstracts of forecasts to 1995 of about 50 economic and demographic variables for 52 of this country's most important trading partners. Outlook summaries for each country cover product consumption and production as well as economic and demographic variables. In a similar format, Predicasts' European Time Series Service features detailed demographic and economic data for more than 35 countries, 1970 to the present.

The data are collected from international agencies and specialized subject sources. Predicasts computes annual growth rates, and tries to make it easy to retrieve the information by adopting standardized terminology and coding.

Buyers can purchase the Worldcast series for $1,200. It appears 8 times a year. Regional or product editions appear four times a year, $1,800. Single editions are $800. The European Time Series Service—six regional editions a year—costs $1,200.

Predicasts' Worldwide series of research studies includes the World Economic Outlook, an analysis of broad country demographics and basic economic indicators for countries and regions. This report is revised and updated every other year. Other reports in the series analyze specific markets, such as food, health care, and appliances.

Fern Pomerantz, Predicasts' vice president for marketing services, says the value of these reports, which cost $900 each, is that the data are adjusted to add up to the world market. "We put the figures on a comparable basis, so businesses can look at what is happening country by country and see where the best marketing opportunities lie." (Fern Pomerantz, Predicasts, 11001 Cedar Avenue, Cleveland, OH 44106; (216) 795-3000.)

Research Publications, Inc.

Research Publications, Inc. sells microfilms of census data from around the world. The firm gets the data from the Population Research Center of the University of Texas, which has obtained more than 80 percent of all the foreign censuses ever taken. This roundabout means of acquisition means that data gathered by the latest wave of censuses are not yet available, but data from previous censuses are. Buyers can subscribe to the ongoing census program, receiving new censuses as they are acquired, or they can buy individual reels for particular countries or years at $45 a reel. (Chai Moldenhaur, Research Publications, Inc., 12 Lunar Drive, Drawer AB, Woodbridge, CT 06525; (203) 397-2600.)

Research International

Research International is a London-based market research firm with offices in 31 countries. It conducts tests, measures audiences, and interviews key people in just about any country to determine whether there is a market for a product and what the characteristics of that market are. Usually companies come to Research International once they decide on the country or countries they are interested in, but the firm will also survey a particular region to study the market for a particular product.

David Pring, director of Research International's U.S. office says his firm has developed a knowledge of basic demographics in the countries it works in to make sure its studies include the right population mix. Country-wide demographics may be hard to get, but they are rarely relevant. Reliable urban demographics are easier to obtain or estimate. For most products exported from the United States, Pring says, the urban market is what counts. (David Pring, Research International, New York, Suite 1111, 509 Madison Avenue, New York, NY 10022; (212) 752-3881.) •

—Martha Farnsworth Riche

Supercities

For two decades, from 1950 to 1970, the New York/New Jersey consolidated area ranked first in population size in the world. But by 1975, it was overtaken by Tokyo/Yokohama. The United Nations estimates that Tokyo and the surrounding area will hold the top spot only until between 1990 and 1995 when Mexico City and its environs will move into first place.

When Mexico City overtakes Tokyo/Yokohama, it will have twice the population that the New York City area did in 1950, and by 1995, the New York City area will rank only sixth in size, according to the United Nation projections. Mexico City is expected to hold the lead in population size through 2025, the most distant year projected by the United Nations.

The 1950 list of the top 25 "agglomerations" carried six names that had completely disappeared by 1980—Philadelphia/N.J., Detroit, Naples, Leningrad, Manchester and Birmingham.

Eighteen years from now, in the year 2000, the U.N. projects that Karachi, Baghdad, Istanbul, Manila, Dacca, and Bangkok will be on the list, bumping London, Rhein/Ruhr, Moscow, Chicago/N.W. Indiana, Milan and Tianjin.

The United Nations projections are, of course, just that, based on current population growth rates, rates of urbanization, and past trends. Because no urban areas have ever before reached the sizes being projected for 1990 and beyond, no one knows for sure what will happen—it is possible that there is a maximum size that humanity will tolerate and that once it is reached, a decline in population will set in.

World's Twenty-Five Largest Agglomerations, Ranked By Size And Population In Millions

Rank	1950		1980		1990	
1	NEW YORK/N.E.N.J.	12.4	TOKYO/YOKOHAMA	20.0	TOKYO/YOKOHAMA	23.0
2	LONDON	10.4	NEW YORK/N.E.N.J.	17.7	MEXICO CITY	21.8
3	RHEIN/RUHR	6.9	MEXICO CITY	15.1	SHANGHAI	20.1
4	TOKYO/YOKOHAMA	6.7	SHANGHAI	15.0	NEW YORK/N.E.N.J.	18.8
5	SHANGHAI	5.8	SAO PAULO	12.6	SAO PAULO	17.5
6	PARIS	5.5	BEIJING (PEKING)	12.0	BEIJING (PEKING)	17.4
7	GREATER BUENOS AIRES	5.3	LOS ANGELES/LONG BEA	10.1	GREATER BOMBAY	11.8
8	CHICAGO/N.W. INDIANA	5.0	GREATER BUENOS AIRES	10.1	RIO DE JANEIRO	11.7
9	MOSCOW	4.8	LONDON	10.0	CALCUTTA	11.7
10	CALCUTTA	4.7	PARIS	9.7	SEOUL	11.6
11	LOS ANGELES/LONG BEA	4.1	OSAKA/KOBE	9.5	LOS ANGELES/LONG BEA	11.5
12	OSAKA/KOBE	3.8	RHEIN/RUHR	9.2	GREATER BUENOS AIRES	11.5
13	MILAN	3.6	RIO DE JANEIRO	9.2	OSAKA/KOBE	10.5
14	RIO DE JANEIRO	3.4	CALCUTTA	8.9	PARIS	10.4
15	GREATER BOMBAY	3.0	SEOUL	8.6	JAKARTA	10.3
16	MEXICO CITY	3.0	GREATER BOMBAY	8.4	CAIRO/GIZA/IMBABA	9.8
17	PHILADELPHIA/N.J.	3.0	MOSCOW	8.1	LONDON	9.5
18	DETROIT (MICH.)	2.8	CAIRO/GIZA/IMBABA	7.3	MOSCOW	9.2
19	NAPLES	2.8	CHICAGO/N.W.INDIANA	7.2	RHEIN/RUHR	9.0
20	SAO PAULO	2.7	JAKARTA	7.0	MADRAS	8.6
21	LENINGRAD	2.6	MILAN	6.7	TEHERAN	8.2
22	MANCHESTER	2.5	DELHI	5.5	ISTANBUL	8.2
23	BIRMINGHAM	2.5	MADRAS	5.5	BAGHDAD	8.1
24	CAIRO/GIZA/IMBABA	2.5	TEHERAN	5.4	DELHI	7.9
25	TIANJIN	2.4	TIANJIN	5.4	KARACHI	7.9

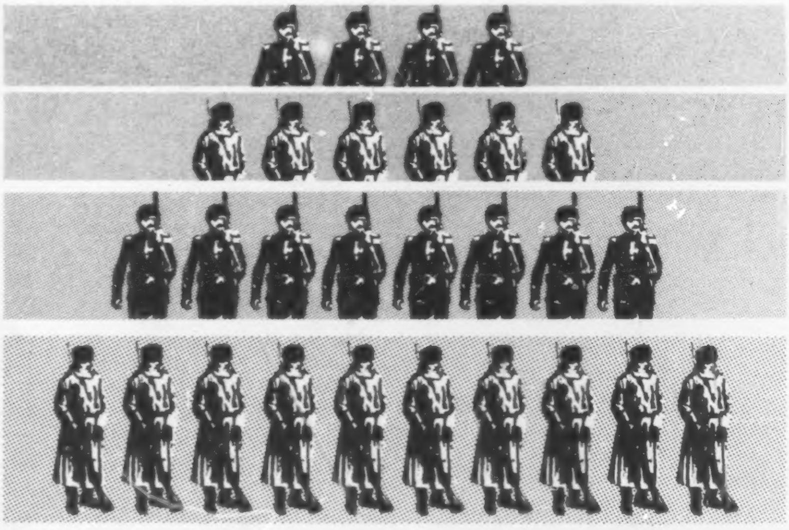
Rank	2000		2010		2025	
1	MEXICO CITY	27.6	MEXICO CITY	32.1	MEXICO CITY	36.7
2	SHANGHAI	25.9	SHANGHAI	31.0	SHANGHAI	36.1
3	TOKYO/YOKOHAMA	23.8	BEIJING (PEKING)	27.3	BEIJING (PEKING)	31.9
4	BEIJING (PEKING)	22.8	SAO PAULO	24.9	SAO PAULO	29.6
5	SAO PAULO	21.5	TOKYO/YOKOHAMA	23.0	GREATER BOMBAY	27.0
6	NEW YORK/N.E.N.J.	19.5	GREATER BOMBAY	21.0	CALCUTTA	26.4
7	GREATER BOMBAY	16.3	CALCUTTA	20.5	JAKARTA	23.6
8	CALCUTTA	15.9	NEW YORK/N.E.N.J.	19.9	DACCA	23.5
9	JAKARTA	14.3	JAKARTA	18.3	TOKYO/YOKOHAMA	20.7
10	RIO DE JANEIRO	14.2	RIO DE JANEIRO	16.5	MADRAS	20.5
11	SEOUL	13.7	MADRAS	15.9	KARACHI	20.2
12	CAIRO/GIZA/IMBABA	12.8	CAIRO/GIZA/IMBABA	15.9	RIO DE JANEIRO	19.9
13	MADRAS	12.3	DACCA	15.3	BANGKOK/THONBURI	19.8
14	GREATER BUENOS AIRES	12.2	KARACHI	15.2	NEW YORK/N.E.N.J.	19.8
15	LOS ANGELES/LONG BEA	12.1	SEOUL	14.8	CAIRO/GIZA/IMBABA	19.6
16	KARACHI	11.4	DELHI	14.5	LAGOS	19.6
17	DELHI	11.2	BANGKOK/THONBURI	13.9	NAIROBI	18.9
18	TEHERAN	11.0	TEHERAN	13.7	DELHI	18.8
19	BAGHDAD	11.0	BAGHDAD	13.5	TEHERAN	16.8
20	OSAKA/KOBE	10.9	MANILA	13.3	MANILA	16.6
21	ISTANBUL	10.9	ISTANBUL	13.0	BAGHDAD	16.4
22	MANILA	10.5	GREATER BUENOS AIRES	12.5	KINSHASA	16.0
23	PARIS	10.4	LOS ANGELES/LONG BEA	12.5	ISTANBUL	15.8
24	DACCA	10.2	LAGOS	12.1	SEOUL	15.7
25	BANGKOK/THONBURI	9.9	KINSHASA	11.5	ADO/EKITI (NIGERIA)	15.4

Source: United Nations, Department of International Economic and Social Affairs, Estimates and Projections of Urban, Rural, and City Populations, 1950-2025: The 1980 Assessment, ST/ESA/SER.R/45 (New York, 1982), Table 8.

CO200-1

INTERNATIONAL DEMOGRAPHICS™

Vol. 1, No. 7 October 1982



Carol Terrizzi

Population Decline Troubles U.S.S.R.

For all their differences, the Soviet Union and the United States have at least one thing in common: In each country the pool of 18-year-old males is shrinking, causing headaches for the military.

In the Soviet Union, declining fertility rates mean that the country will have half a million fewer 18-year-old men by the end of the decade.

In a recently-released population bulletin from the Population Reference Bureau, *The Soviet Union: Population Trends and Dilemmas,* Georgetown University's Murray Feshbach outlines some of the problems the new demographics are causing for the U.S.S.R.

The Russians have a total fertility rate (the average number of births a woman will have in her lifetime, given current fertility rates) of about 2.1 births per woman—less than replacement level—while Soviet Muslims have a total fertility rate as high as 5.8 births per woman. The mortality rate for ethnic Russians is higher than for Soviet Muslims. The result is that the Russian share of the national population is expected to drop from the current 52 percent to about 47 percent by the year 2000, while Soviet Muslims will increase their share of the national population from 17 to 21 percent.

"The implications of this disparity for future labor supplies and military manpower," Feshbach writes, "must be of major concern for the Russians in the Kremlin. With the national fertility decline of the past decade and a half, annual additions to the population of working age will drop sharply during the 1980s and virtually all net increases will come from the high-fertility, non-Slavic regions. By 2000, one-third of all 18-year-old males available for the required two years of military service will come from the southern republics, compared to 18 percent in 1970 while the share of 18-year-old males in the Russian Republic drops from 56 to 44 percent."

Soviet population has shifted toward the cities during this century, but the differences in rural-urban trends among the republics present certain difficulties. People in the Muslim-dominated republics tend not to favor urban life. But their higher birth rates mean they will supply a large percentage of new

continued

Inside

West Germany: Coping with population decline 3

Mexico: Young, better-educated consumers mark its growth 4

International direct mail takes careful planning 8

Households: Sizes are shrinking worldwide 12

workers. The question is whether the new entrants to the work force will be willing to move to the cities where the jobs are.

In an effort to encourage higher fertility, Soviet leaders have announced some incentives.

State allowances for families with children, including single mothers, have been increased. Longer paid maternity leaves are being funded. Other proposals include more day care centers, more part-time work for women, more leave days for women, and improved housing conditions.

One demographic problem apparently ignored in the new population policies, according to Feshbach, is rising death rates.

"In its first four and a half decades, the Soviet Union recorded a remarkable drop in the death rate from 29.1 deaths per 1,000 population to a low of 6.9 in 1964. Since then, however, there has been an officially reported increase of over 50 percent to 10.3 in 1980," Feshbach says.

He says no one is sure exactly what is happening, but surmises that although doctors and hospital beds have increased, medical care still may be too poor or too unevenly distributed and used to cope with the medical problems that include shortages of medicine and medical equipment, and widespread alcoholism, especially among men.

The bulletin is available for $3 from Population Reference Bureau, 1337 Connecticut Ave., N.W., Washington, DC 20036. •

Around The World

In Japan, Food Before Education

Food is a top priority with Japanese women, according to a recent study of 1,000 women in the Tokyo area by the Japan Food Industry Center.

Of those surveyed, 77 percent said they wanted to maintain their current level of spending for food even if budgets tightened. Some 70 percent said they hoped to maintain spending on their children's education, and 68 percent said they would like to keep spending at the current level for travel.

Just over half said they believe traditional Japanese eating habits suit them best.

Source: *Asian Wall Street Journal Weekly*, Aug. 15, 1982. 22 Cortlandt Street, New York, NY 10017,© by Dow Jones & Co., Inc. $96/year.

Asia's Future: Urbanized, Elderly

The high birth rates of the past will affect Asia by the end of this century as the young seek employment, rural to urban migration increases, and the population now in middle age reaches retirement.

Demographer Corazon Meija-Raymundo of the University of Philippines Population Institute says that Asia's young population—37 percent are now under age 15—will create unusual growth in the labor force for at least the next 15 years. If Asia is successful in reducing its annual growth rate from 2.3 percent to 1.8 percent, the present educational system can absorb future needs.

Meija-Raymundo says that Asians will continue to migrate from rural to urban areas as they seek employment opportunities and respond to government policies that encourage city development. She warns, however, that the growth in urban areas may simply mean a transfer of poverty from the country to the city without improving social or economic development.

Today's middle-aged group will reach retirement by the end of this century and the large group of elderly will require attention by Asian nations, Meija-Raymundo says.

Source: *Popline*, Population Action Council, July, 1982, 110 Maryland Avenue, N.E., Washington, DC 20002. $25 a year; free to Council members.

Danish Posslq's

Despite an increase in divorces and a decline in marriages, the number of stable unions in Denmark is increasing.

The rise in women's earning power during the 1970s made legal marriage less important as a means of security for support of a woman and her children, according to researcher Poul Matthiessen. This, combined with increased levels of education and availability of contraception methods and abortions, relieved the necessity of marriage.

In 1978, 13 percent of all couples in Denmark—about 185,000—lived together without being married. Twenty-three percent of all unmarried Danes over 16 in 1978 lived in consensual unions—6 percent of the widowed, 28 percent of the never-married, and 25 percent of the divorced.

Matthiessen predicts that the number of men and women living together without marriage will increase, and that not all will eventually marry.

These trends mean that vital statistics such as marriage rates will no longer represent the rate of family formation. Further, since most "illegitimate" children in Denmark are born to two-parent households, the term may lose its meaning.

Source: *Family Planning Perspectives*, May/June 1982, The Alan Guttmacher Institute, 360 Park Avenue South, New York, New York 10010. $18.50/6 issues. •

INTERNATIONAL DEMOGRAPHICS

Publisher: Peter Francese
Executive Editor: Bryant Robey
Editor: Doris Walsh
Research Director: Cheryl Russell
Art Director: Carol Terrizzi

International Demographics (ISSN 0731-5414) is published monthly by American Demographics, Inc., P.O. Box 68, Ithaca, N.Y. 14850. Telephone (607)273-6343.
© 1982 by American Demographics, Inc. All rights reserved.
Subscription rate: $148 a year.

Beyond the Demographic Transition: The Case of West Germany

A landmark event occurred in West Germany in 1975, a country which has long since completed the process referred to as the "demographic transition."*

As the birth rate fell below the death rate, the population of Germany began to decline. While West Germany is not the first country ever to experience a decrease in population, it is the first example of population decline caused solely by very low fertility. Previous declines in population have been due to catastrophic events such as the Black Death in Medieval Europe, famine in Ireland, or to political upheavals, most recently in Cambodia. But the decline of population in West Germany is strictly due to the interaction of its birth and death rates.

West Germany is not alone as a country with a very low birth rate and negative population growth. Nearly all developed countries have a total fertility rate (TFR) below the "replacement level" required for natural replacement of the population.** (The TFR is the average number of children a woman will have during her lifetime given current fertility rates). Each couple must, of course, average about two children if the population size of a given country is to be maintained in the long run. Few developed countries are doing that. This situation creates some interesting questions for the future.

Population and the German Future

When long-range country and world population projections are made, they often are done with the idea of projecting what population size might be when growth stops and the populations stabilize. In order for zero growth to be attained, a country's birth rate must drop (or rise) to the replacement level of about two children per woman. This will cause the population to eventually level off at some point. On a global level, it is possible for this to happen approximately, with some countries' populations declining and some increasing. But at the country level, more dramatic changes could be taking place.

In West Germany, fertility has been low for decades. The postwar TFR of 2.1 rose only slowly, peaking in 1964 at 2.5 in a subdued version of the baby boom. The TFR fell to 1.4 by 1978-79 and rose to 1.5 in 1980. What effect would the continuance of this low level of fertility have on the future population of West Germany?

Assuming a constant TFR of 1.5, population decreases at first only slowly but then at a more rapid pace. By the year 2050, Germany's present 62 million will have dropped below 40 million and, to carry the projection into the far future, will sink to about 250,000 by the year 2500. Such long-range projections, of course, are simply a mathematical exercise based upon a number of "what ifs." While it may be unreasonable to project the virtual disappearance of the German population, what would be the country's response to this possibility?

The Alternatives

Should the decline of population begin to accelerate, it would probably become an important national issue. The German government in fact, is already concerned about the current decline and would like to see the birth rate rise. Some pronatalist measures such as monthly child allowances and paid maternity leave are in effect, but as a part of family and social service programs, not population policy per se.

Germans will most likely be confronted with appeals to avoid the chronic decrease in numbers—for example such pronatalist measures as a cash bonus for each child, salary supplements, preferential pensions, or any combination of similar incentives. Time would be needed to gauge the effectiveness of such policies and to see whether or not their effects would be long-term. But assume that such measures are adopted and meet with success some time after the turn of the century. What would be the likely course of events?

continued on p. 11

**According to the theory of the demographic transition, a country's birth and death rates undergo a predictable change as the country evolves from an agricultural, preindustrial society to a modern, industrialized state. Improving health conditions initially cause the death rate to fall, while the birth rate remains at a relatively high level. During this period, population growth accelerates. Eventually, the practice of family size limitation causes the birth rate to fall as well, so that population growth slows. All developed countries essentially have completed this process.*

***"Replacement level fertility" is actually slightly higher than exactly two children per woman. Because not all women will live through their childbearing years (14-49) women who do survive their fertile years must compensate for those who do not by averaging a bit more than two children. In developed countries with low mortality, a replacement level total fertility rate is about 2.1 or a little less; in developing countries with high mortality, it can be as high as 2.3 or 2.4.*

Country Profile

United Mexican States

The typical United States citizen holds one of three views of Mexico: a pleasant sunny vacationland, the source of illegal immigrants, or the destination of U.S. companies that want to find cheap labor.

But more important than any of these stereotypes is Mexico's status as a U.S. trading partner. In 1981, the U.S. exported $17.8 billion dollars worth of goods to Mexico, making it our third largest trading partner after Canada and Japan. The U.S. enjoyed a $4 billion trade surplus with Mexico, according to the Commerce Department.

Even with new trade restrictions and a devaluation of the peso, Mexico is expected to remain among the top three trading partners of the United States.

There are, of course, at least two reasons why Mexico is so high on that list: its shared border with the United States and its large and growing population.

The 1980 Mexican census counted 67.4 million people. The U.S. Census Bureau adjusted those figures for undercounts by age and sex and placed the 1980 population at 70 million, an increase of 18 million over the adjusted count for 1970, a gain of 35 percent.

The current average annual rate of growth is estimated at 2.6 percent. At that rate, the population will double in only 27 years. However, Mexico has turned the corner on high birth rates, which have declined significantly since 1970. Higher levels of urbanization, education, and economic growth have contributed to the decline.

Based on an anticipated lower growth rate, Mexico's population is projected to reach 90 million by 1990, 113 million by 2000, and 133 million by 2010. These projections are based on a growth rate declining to 2.4 percent by 1990 and 1.8 percent by 2000.

Mexico's population pressures have been relieved by immigration to the United States. The most recent studies show that between 240,000 and 346,000 legal, documented Mexicans lived in the U.S. between 1970 and 1975. Estimates of undocumented Mexicans living in the United States in that five year period range from 400,000 to 1.2 million. These figures are rough because many migrants come and go on a seasonal or daily basis. The average net increase in undocumented Mexicans in the U.S. ranges from 82,000 to 232,000 per year.

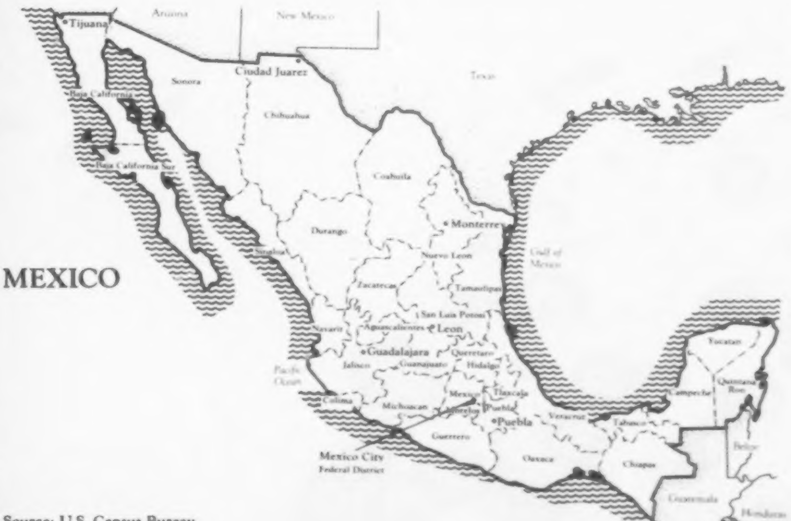
The U.S. Census Bureau reports that in 1979 62,000 Mexicans migrated legally to the United States and Canada. More men than women migrated in 1979, and the single largest proportion were between the ages of 20 and 24. As with other countries where there has been significant migration to find work, men leave their families temporarily to find jobs with the intention of returning to Mexico once they have saved some money. A nationwide study of migrants in Mexico concluded that most migrants leave jobs there to find better paying jobs in the U.S. It is the skilled and semi-skilled Mexicans who are most likely to seek jobs here.

On the other hand, at least 250,000 North Americans live in Mexico. Those involved in business are concentrated in the Mexico City area, and there are substantial numbers of retirees in Guadalajara, Cuernavaca, Taxco, and San Miguel de Allende. Puerto Vallarta, on the Pacific Coast has become so popular for retired U.S. residents that one neighborhood is referred to locally as "gringo gulch."

Growing Population

Even with emigration, Mexico's population has grown rapidly. One reason is that its population is young.

Fifty-six percent of Mexicans were under age 20 in 1980, compared with 32 percent of U.S. residents. Such a young population also explains the astounding demand for everything from children's clothing


MEXICO
Tijuana
Arizona
New Mexico
Ciudad Juarez
Texas
Sonora
Baja California
Chihuahua
Baja California Sur
Coahuila
Monterrey
Durango
Sinaloa
Nuevo Leon
Gulf of Mexico
Zacatecas
Tamaulipas
San Luis Potosi
Nayarit
Aguascalientes
Leon
Guadalajara
Queretaro
Jalisco
Guanajuato
Hidalgo
Pacific Ocean
Yucatan
Quintana Roo
Colima
Mexico
Tlaxcala
Michoacan
Morelos
Puebla
Puebla
Veracruz
Campeche
Tabasco
Guerrero
Oaxaca
Chiapas
Belize
Mexico City
Federal District
Guatemala
Honduras

Source: U.S. Census Bureau
Cities of 500,000 + (1980)

and chewing gum to education, jobs, and housing.

Whereas 11 percent of U.S. residents were aged 65 and over in 1980, only 4 percent of Mexicans were that old. In the mid-1970s, the United Nations reported life expectancy at birth was 63 years for men and 67 for women in Mexico. Residents of Mexico's cities have an average life expectancy almost seven years longer than that in rural areas, because infant mortality in rural areas is higher.

Family planning is expected to continue to be an important part of Mexico's national policy. President-elect Miguel de la Madrid Hurtado told the National Forum for Planning in Population that population planning must be an "integral part" of all national development programs.

De la Madrid said it is indispensible for Mexican society "to have criteria that will moderate growth and influence the quality of the Mexican population."

Partially as a result of the government's strong position on family planning, the total fertility rate fell from an average 6.8 children per woman aged 15-44 in 1970 to 5.2 in 1978, but there remained great differences between rural and urban women. In urban areas, the fertility rate fell from 5.9 to 4.2 per woman, while in rural areas it fell from 8.3 to 6.6.

Regions and Cities

The 31 states and the Federal District of Mexico can be divided into five regions: North Pacific, North, Central, South Pacific and Gulf Coast.

Central Mexico included only 14 percent of the land area, but 50 percent of the population in 1980. The North, with more than 40 percent of the land, had only 17 percent of the population. The Federal District is located in Central Mexico, bordered by the states of Mexico and Morelos. The Mexican capital is known internationally as Mexico City, but in Spanish it is simply Mexico. A person who identifies himself as a native of Mexico is probably referring to the city rather than the nation.

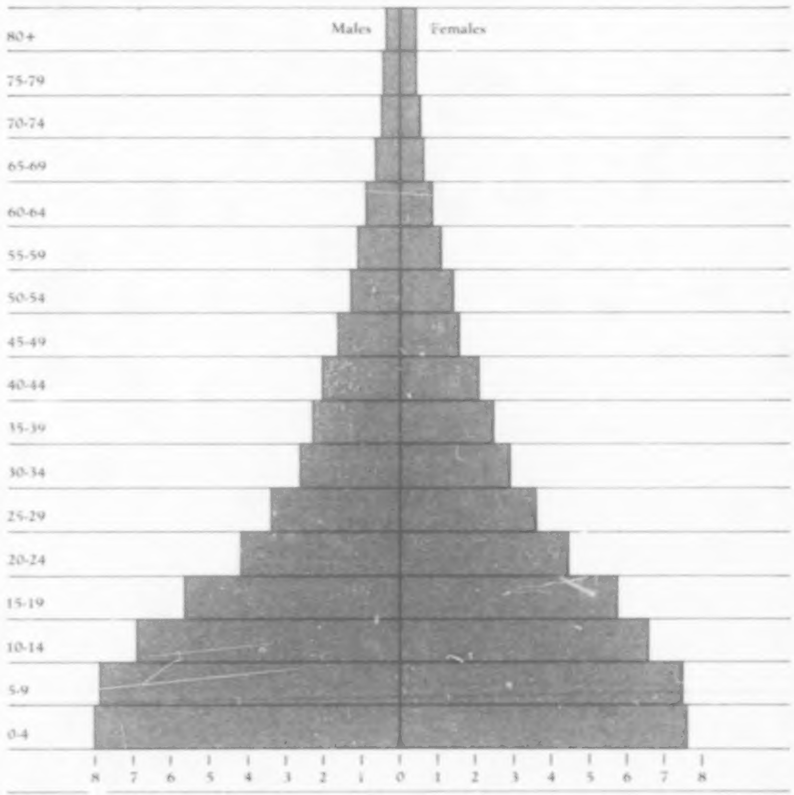
Until 1970, Mexico, like the United States, defined an urban place as one with 2,500 or more people. After 1970, the definition changed to include places of 15,000 or more. In some surveys, it includes only those with more than 20,000 residents. The changing definitions of urban make comparisons among urban populations over time difficult.

The U.S. Census Bureau estimates that the Mexican urban population in 1980 was 46 million or 65 percent of the total. In 1970, 31 million people, or 9 percent of the total lived in areas then defined as urban. Migra-

continued

Population of Mexico by Age and Sex, 1980

(in percent)



Age	*Total*	*Male*	*Female*
All ages	69,979	34,810	35,169
0 to 4 years	10,978	5,595	5,383
5 to 9 years	10,657	5,424	5,233
10 to 14 years	9,571	4,848	4,723
15 to 19 years	8,044	4,015	4,029
20 to 24 years	6,018	2,930	3,088
25 to 29 years	4,897	2,367	2,530
30 to 34 years	3,946	1,908	2,038
35 to 39 years	3,300	1,602	1,698
40 to 44 years	2,832	1,393	1,439
45 to 49 years	2,367	1,171	1,196
50 to 54 years	1,892	930	962
55 to 59 years	1,525	748	777
60 to 64 years	1,204	577	627
65 to 69 years	960	456	504
70 to 74 years	750	355	395
75 to 79 years	574	275	299
80 years and over	466	210	256

tion from rural to urban areas has been an important means of relieving population pressures in a country where only 12 percent of the land is arable.

Under the hacienda system before the Mexican Revolution, most rural Mexicans lived as serfs to big landowners. Over 200 million acres redistributed by the government after the Revolution went into ejidos or community-owned tracts. A family can occupy its parcel forever, but it cannot sell, rent, or mortgage it. In many instances, the land was distributed in such small parcels that it is impossible to support a family on it. Estimates are that several million rural men are landless. Some are fortunate enough to have learned a trade or construction skill that is useful in growing rural towns, but many others seek opportunities in the metropolitan areas of Mexico.

Population growth in Mexico is concentrated in urban areas. The average annual growth rate for rural areas as a whole was less than 1 percent in 1980 compared with 3.5 percent for urban areas.

Although Mexico has not yet released 1980 census data for individual cities, United Nation estimates and projections of city size for Mexico show seven cities with populations of more than 500,000 in 1980: Ciudad Juarez, Guadalajara, Leon, Mexico City, Monterrey, Puebla de Zaragoza, and Tijuana. By 1990, 11 more cities will have joined the ranks of those over 500,000 in size. These include, according to U.N. projections, Acapulco de Juarez, Chihuahua, Cuernavaca, Culiacan, Hermosillo, Mexicali, San Luis Potosi, Tampico, Torreon, and Greater Veracruz. By the year 2000 Mexico will have a total of 25 cities with 500,000 or more inhabitants. One benefit of this growth will be to decentralize and diversify the rural-to-urban migration flow.

The largest cities in 1980 were Mexico City (15 million), Guadalajara (2.8 million) and Monterrey (2.1 million).

Guadalajara's economy is based on processing regional agricultural goods, manufacturing products for the entire Western region, and serving as a center of transportation and communication.

Monterrey, Mexico's fastest growing city and the home of Carta Blanca beer, is a diverse industrial city whose businesses include textile mills and glass and paper factories. Its population is one of the most highly educated and skilled in Mexico. With less than 3 percent of the population, Monterrey produces one-quarter of the country's manufactured goods.

Veracruz (population 344,000 in 1980) is the largest city on the Gulf of Mexico. It is the only major port on the Gulf, but other ports are being developed—Manzanillo, Mazatlan and Lazaro Cardenas on the Pacific Coast and Coatzacoalos and Altamira on the Gulf. Because much of Mexico's trade historically has moved overland to the United States, port cities have not received much attention, but their future looks brighter as Mexico develops its oil resources.

Acapulco is a city known to most U.S. residents as a tourist spa. Its population is small now (426,000 in 1980), but it is the destination of one-quarter of all tourists to Mexico and is expected to have more than a million residents in about 15 years. Many new tourist areas have developed in recent years including Puerto Vallarta, Manzanillo, Cozumel, Iztapa, Zihuatanejo, and Cancun.

Households

Mexico's census counts both households and "census families," defined as a group of persons who live together under one roof around a single nuclear family. A household may contain one or more census families. The 1980 preliminary report does not provide data on census families. But the more important economic unit is the household.

In 1980, Mexico had about 12 million households, according to the preliminary census report, an average of about 5.1 persons per household. Households are smaller in urban areas than in rural areas.

Housing statistics for Mexico are not yet available from the 1980 census. However, since the presence of water and electricity is required for the use of many consumer items, the preliminary data are of some use.

Surprisingly, there are more homes in Mexico with electricity than with water. About 9.1 million homes are equipped with electricity while 8.7 million have water.

Only 6 million have water piped into the living quarters. About 1.9 million have water piped into the housing unit, but not into the particular household. For 116,000 households there is access to piped water but at a public tap, not in the housing unit. And the Mexican census bureau reports that 3.4 million households do not have access to piped water.

About one-third of all housing units are made of adobe and about 40 percent are red brick. Many squatters' shacks appear on the outskirts of major cities. As in most countries that are developing rapidly and absorbing large annual increases in population, housing construction has not kept pace with rapid urbanization and migration to the cities. Tarpaper shanties and lean-tos fill some of the breach.

Firewood or coal is used for cooking and heating in approximately one-half of Mexican houses, with gas or electricity used in the other half, but mostly in urban areas.

Education

Literacy in Mexico is defined as the ability to read and write in any language. In 1980, 83 percent of the population aged six and over was literate, up from 72 percent in 1970. Recent government efforts to improve educational standards are reflected in literacy rates by age: 93 percent of Mexicans aged 10 to 24 are literate, compared with only 64 percent of those aged 55 and over.

A slightly higher porportion of males than females are literate: 85 percent versus 81 percent. Changes over time in literacy levels by sex are pronounced. Males and females aged 6 to 24 have similar literacy rates, but at ages 55 and over, 71 percent of men are literate, while only 59 percent of women can read and write.

While the predominate language in Mexico is Spanish, most high school graduates can read English and are better prepared in English than their U.S. peers with the equivalent years of training in Spanish. Reading ability in English usually is better than speaking ability since many students have little or no opportunity to practice their spoken English.

The language of business is Spanish, although French and English also are spoken widely. The educated class of Mexico has a long history of sending its children to European universities, so many are bilingual. The internationally-oriented population speaks English fluently, but it is still easier to do business with some command of Spanish.

The Mexican educational system consists of elementary and middle levels, which include several grades each. In 1976-77 there were 675,000 pre-school children enrolled in 4,700 schools. These nursery and kindergarten schools are playing an important role as women increasingly enter the labor force.

About 12.5 million children were enrolled in 4,000 primary schools. Though many of these schools consist of one-room and one-teacher, many also are fully equipped urban schools. At the middle level, there are two categories—a regular secondary level (grades 7 to 9) with 1.8 million students and a technical secondary level with 366,000 students.

Increasing numbers of students are completing college courses, and one of Mexico's biggest concerns is employing these workers in positions that take advantage of their advanced training. U.S. manufacturers in Mexico should expect to hire Mexicans at all skill levels, including top and middle management, and not just semi-skilled and unskilled laborers.

The Labor Force

In Mexico, the concept of labor force participation is different than in the United States.

The Mexican census reports how many people are "economically active." The numbers do not reflect the underground and barter economies that co-exist with the formal economy. Rural workers in the impoverished state of Tlaxcala spend one season gathering ant eggs prized as a kind of caviar, and another season collecting equally edible and valued maggots from the maguey cactus. Needless to say, such occupations usually are not reported in the national census.

In 1980, 56 percent of the Mexican population aged 12 and over were economically active. The term includes those in paying jobs, unpaid family workers, those with regular jobs but temporarily ill or on vacation or leave, and those seeking work for the first time. Greater detail by sex and type of occupation is not yet available from the 1980 census.

The U.S. Census Bureau cautions against making comparisons between census years because of changes in the Mexican definition of the economically active population. For example, the number of hours worked in the week prior to the census was a question included in 1970, but not in 1980. In 1960, people aged 8 and over were included, whereas in 1970 and 1980 the economically active population was defined as those aged 12 and over.

With these cautions in mind, some statistics from 1979 reported by the International Labor Office yearbook provide a general impression of the Mexican labor force:

The ILO reported 19,652,000 workers in 1979 in the following occupations: 40 percent in agriculture, 22 percent in community, social, and personal services, 18 percent in manufacturing, 10 percent in retail trade, restaurants, and hotels, 5 percent in construction, 3 percent in transportation and storage, 1 percent in mining and quarrying, and less than half a percent in utilities.

Income and Lifestyle

The Mexican census does not ask questions about income. The World Bank found that 20 percent of the households in 1977 controlled 58 percent of the income, and the top 10 percent of the households controlled 40 percent of the income. The bottom 20 percent of households controlled less than 3 percent of the income.

In 1979, the World Bank ranked Mexico as 44th among countries with a population of one million or more, with its estimated annual Gross National Product per capita of $1,880. It considers Mexico a middle-income economy.

EL RANCHITO

Glen Hitchcox

The middle and upper classes account for the suburban shopping malls in Mexico, stocked with every conceivable product that would be available in the United States, even though the prices are high from a U.S. point of view. But more than half of the population find such amenities beyond their reach. At least one-third of the people in even small cities rely on the open market for their purchases of foodstuffs and housewares and shop daily for food because they lack refrigeration.

Even in the middle class, most families have a maid. And street vendors and carts come to the home bringing fresh fruits and vegetables. One reason more women than men move to cities is that women can find jobs as maids easier than their spouses can find other types of work.

Perhaps because of the availability of maids, the eating-out phenomena that has hit the U.S. hasn't arrived in Mexico yet. Fast food restaurants in the cities are those that are most popular in the U.S. The Mexican style of eating out is more informal than in this country, including small family-owned restaurants and street vendors who sell everything from shrimp cocktails to tacos that can be eaten on the run. Nevertheless, dining out is an occasion that takes at least two hours and is usually accompanied by live music.

continued

The middle and upper classes in Mexico are style-conscious. Style may mean more than workmanship to the new rich.

Over three million cars and one million trucks were registered in Mexico in 1978. Mexico City is estimated to have at least one million vehicles in service, or one-quarter of all those in the country. Not surprisingly, the city has terrible traffic problems and among the worst air pollution in the world. Mexicans are adept at keeping old cars running, and there are many models on the road that U.S. residents have not seen since the 1950s.

Most Mexicans do not have the luxury of owning private automobiles, and six or seven persons per car is not unusual. Public transit is similarly packed. The country's 19,000 buses carried 988 million passengers in 1979, or an average of 52,000 each.

The Future

The changing oil market, Mexico's huge national debt, and the devaluation of the peso make Mexico appear to be an unlikely prospect for business development now.

But experts on Mexico say that the current situation is similar to what happened six years ago when President Lopez Portillo had just been elected and was waiting to take office on December 1. They believe that the Mexican economy will become more stable once De la Madrid has been sworn in.

In the meantime, Commerce Department officials say that U.S. businesses should keep the Mexican situation in perspective. In the August 9 issue of *Business America*, Commerce Department officials said: "Firms in the United States contemplating sales to Mexico will find this is an excellent time to establish themselves. Mexican Government agencies require imported technology and equipment. Companies with an established presence will be able to best take advantage of the initiatives that will be developed by the incoming administration. Private firms in Mexico look forward to continued growth due to young and increasingly educated consumer groups which will be upgrading their living standards. This will mean more opportunities for suppliers of goods not available in Mexico."

Mexico is a face-to-face culture. The Mexican people value traditions, family ties, and friendships. Personal relationships established over a period of time dictate business deals and permeate the bureaucratic structure. The mid-1980s could be a favorable time to establish a business presence there.

Sources of Information

The U.S. Bureau of the Census has received one preliminary volume from the 1980 Mexican census. State volumes are expected to be released by the end of this year. Rural-urban comparisons will not be available until the state volumes have all been compiled.

In the meantime, our Census Bureau is preparing a report: 'Detailed Statistics on the Urban and Rural Population of Mexico: 1950-2010." Questions about that report and about the availability of Mexican census data in this country can be directed to Patricia Rowe (301) 763-2870. The Census Bureau published a demographic profile of Mexico in 1979 which is available from the Government Printing Office.

Mexico publishes an annual statistical yearbook, *Annuario Estadistico de los Estados Unidos Mexicanos.* The most recent one available, published in 1981, has selected data through 1979. The yearbook includes information on communications and transportation, population, economic indicators, internal and external trade, and public finance.

A recent book by Francisco Alba, *The Population of Mexico: Trends, Issues and Policies* (1981), is available through Transaction Books, Rutgers—The State University, New Brunswick, NJ 08903 ($15.95). The book discusses the effects of family planning policies on Mexico's growth and provides historical background for interpretation of the 1980 census. •

—*Daphne Spain*

The assistance of Thomas Exter is gratefully acknowledged.

Sources

Direct Mail: An International Primer

Marketers in the United States have fine-tuned direct mail until they now are able to use demographics to zero in on neighborhoods where they have the most likelihood of finding new customers, and mail to every home in those neighborhoods. These techniques are used extensively by magazines, department stores, and specialty mail-order firms.

Many U.S. firms see direct mail as a way to break into foreign markets and to reach foreign clients directly without the use of an agent or distributor.

While direct mail can be used in many foreign countries, there often are restrictions on consumer lists because of strict privacy laws unheard of in the United States.

In several countries it is illegal for magazines to sell their subscription lists. At a minimum, these countries require that a consumer be offered the option of being omitted from such listings—something that is done in this country on a voluntary basis. A few countries even require customer approval before a firm can include its own customers in its own mailing list.

In Britain, for example, there are restrictions in market research about the types of questions that can be asked and the kinds of follow-up that are allowed. If a customer buys something in a local store, the name cannot be used for followup research unless express permission has been given by the customer at the time of purchase. It is not common practice for firms to gather lists of names in that way and sell them.

On the other hand Britain's grid system of geography does allow a data firm like C.A.C.I. to use census data to perform demographic profiles of geographic areas, to add certain types of consumer data that are available (from the Target Group Index, for example) and then to provide a list of names and addresses by clusters or neighborhoods that exhibit a high tendency towards certain characteristics.

C.A.C.I.'s names and addresses come from Britain's electoral rolls, which include every person eligible to vote, since registration is mandatory.

If a firm were looking for families with young children, for example, C.A.C.I. could select names and addresses of families that live in neighborhoods where there is a high density of young children.

C.A.C.I. is in the process of developing similar systems for Belgium, Denmark and Sweden according to George Moore, the firm's vice president for marketing analysis.

Consumer organizations have been especially active in Europe, and their efforts are reflected in the many national laws and in the European-Community-wide legislation regarding mail-order sales and advertising. Brazil and Mexico illustrate rather strict governmental regulation of direct mail while other countries, such as New Zealand, South Africa, and the Philippines, rely more heavily on self-regulation to achieve similar objectives.

Added to the regulatory concerns facing direct mail advertisers are the problems with national mail services and the requirements that direct mail literature be printed locally. The latter would make it impossible for a firm to produce its direct mail in the United States and send the materials to subsidiary locations for local mailing. While an entire mailing can originate from a single location such as the U.S., the postage costs of such a direct mail campaign are likely to be prohibitive.

Finally, of course, all overseas direct mail campaigns face the language/translation issue. Is translation necessary? Must materials be written especially for the target country? Each country must be considered individually.

Because of the many prohibitions and regulations regarding direct mail, consumer marketers should obtain information on the most current rules on direct mail advertising and mail order sales before initiating an overseas campaign, unless all mailings are handled from the U.S.

This information can be obtained from a variety of sources. These include:

—The appropriate country desk of the Department of Commerce, International Trade Administration, 14th Street and Constitution Ave., N.W., Washington, DC 20230. Office of Country Marketing, Telephone (202) 377-3808.

—The commercial attache in the appropriate embassy in Washington.

—The International Advertising Association, 475 Fifth Ave., New York, NY 10017. Telephone (212) 684-1583.

Many countries have few, if any, regulations and by staying within the guidelines, consumer marketing direct mail campaigns are possible in most areas.

Industrial Marketing

Industrial marketers are less concerned with privacy regulations unless their mailings are sent to the overseas executives' home address. Further, there are more ways to obtain industrial buyer lists.

For example, a variety of business mailing lists are available in France from C.F.I.E. (Compagnie Francaise D'Information Pour Les Enterprises), a governmental body that produces a wide range of industrial publications. In New York City, it is the French Communication Group, Inc., 405 Lexington Avenue, New York, NY 10174, Telephone (212) 697-6564, Daniel Aghion, Director.

Also, in some countries industrial publishers seem to have few constraints in selling mailing lists. Another oft-used source is the U.S. Department of Commerce which can provide lists of overseas industrial companies by S.I.C. code. For agricultural product marketers, the Department of Agriculture provides similar kinds of mailing list assistance.

Many industrial marketers use display booths at international trade fairs as a means of obtaining the names and addresses of prospective customers. A list of promotional trade fairs is available from the U.S. Department of Commerce. Many of the fairs are so specialized that they provide an excellent means of market segmentation, if a firm makes an effort to cultivate its lists.

Despite the resources, it still is not easy to develop a mailing list for industrial marketers. Even when industrial marketers rely on inquiries from trade journal advertisements, rather than depending on the less certain avenues mentioned above, local production rules, inadequate mail systems, and language barriers still present problems.

Don't Be Discouraged

Direct mail can be effectively employed by both industrial and consumer marketers overseas. But effectively employing such a program typically requires more patience and ingenuity than a similar domestic campaign. Handled correctly, however, it may be even more rewarding than a domestic direct mail program because prospective purchasers generally are less saturated with direct mail. •

—John K. Ryans, Professor of Marketing,
Kent State University

The Demographic Insititute

The Demographic Institute was created to meet the business user's need for information about demographic trends and data. Institute membership includes an annual subscription to American Demographics, access to our research library and staff, and a discount on International Demographics, conferences, and other publications. For more information, call Bickley Townsend, Associate Director, at (607) 273-6343 or write The Demographic Institute, P.O. Box 68, Ithaca, New York 14850. •

Publications

Cities and Suburbs: Life in West Africa, by Margaret Peil, New York: Holmes and Meir Publishers, Inc., 1981, 277 pp., $24.

West Africa is full of mysteries, but Margaret Peil's close examination of the behavior and attitudes of the people who live in eight suburban and urban areas in three countries—Ghana, Nigeria, and The Gambia—provides many insights into African life.

One of her surveys, for example, asks residents what they would do with a windfall of the equivalent of about $200—a year's wages in some developing countries. Nigerians and Gambians respond differently.

"Nigerians are more interested in business ventures and in paying school fees, whereas Gambians need money for food and clothing and put more emphasis than Nigerians on making gifts to kin, building houses, and accumulating savings," Peil reports.

Other findings also have implications for business. The housing chapter explains that household size in West Africa may not indicate family ties. Sometimes wives have separate households.

"Separate households signify a degree of independence between people who may see a good deal of each other: a wife who prepares meals for and sleeps with her husband in rotation with other wives, a son who is still financially dependent on his father and prepares meals for him but has a separate room, two friends whose settlement in town is being aided by a co-tenant, but who have a room of their own and take care of their own cooking. On the other hand, servants may have separate quarters but still be considered part of the household and a child of the household may sleep with a neighbor because there is no space for him or her in the family's room," says Peil.

World Paychecks: Who Makes What, Where, and Why, by David Harrop, New York; Facts on File, Inc., 1982, 172 pp., $12.95.

Of all government statistics worldwide, those on incomes are least likely to be accurate. In most countries, income is a personal matter and it is considered rude to ask people how much money they make. In addition, hiding income from the government is common. When the government tries to collect information on individual incomes, most people withhold some information.

Recognizing these pitfalls in collecting information on salaries, David Harrop used not only government reports, but also articles in magazines, newspapers, journals, and informal and formal interviews to gather data that would reflect not only the actual amounts paid for certain types of work, but also differences in "perks," working conditions, and status imparted by certain kinds of occupations.

There are chapters on multinational corporations, executives and managers, professions, and media, industrial and office workers, and workers in agriculture, mining, petroleum, and transportation, as well as government and quasi-government agencies.

Besides paychecks, the book describes perks in various countries. For example, the most popular car and model in the United Kingdom, where 99 percent of chief executives get a car, is a Jaguar 4.2. Other top management's favorite car in the U.K. is a Rover 3500. In Eastern Bloc countries, plant managers often receive a house with their job.

International Dimensions of Marketing, by Vern Terpstra, Boston, Kent Publishing Company, 1982, 181 pp., $4.95.

Cultural differences in consumer behavior are the focus of this compact volume. International differences are more important than similarities, the author says, because they "pose stumbling blocks to successful international marketing."

While the book includes chapters on product strategies, pricing, distribution and promotion, the emphasis is on how these decisions can affect marketing. Chapter four focuses on international marketing research, detailing some of the variables that are needed in foreign market research and mentioning sources as well as potential problems.

Author Vern Terpstra, a University of Michigan professor, warns against the uncritical use of country data. "Some countries tell it as it is; others tell it like they would like it to be (or appear). In the latter case, reliability suffers."

Comparability and timeliness are also trouble spots. How does one compare the market for television sets when Germany reports TV sets purchased under the heading of "recreation, entertainment" and in the U.S. they are reported as "furniture, furnishings, and household equipment?"

Index to International Statistics, Congressional Information Service, Customer Service, Inc., P.O. Box 30056, Bethesda, MD 20814. $825 a year/$695 if ordered before Dec. 31, 1982.

In January, 1983, the Congressional Information Service will begin publication of a new monthly index to current international statistical data produced by 42 United Nations organizations, the European Community, the Organization for Economic Development, the Organization of American States, and about 30 other international organizations.

Subscribers will receive monthly paperbound index issues containing abstracts of and indexes to current publications. They will be able to locate sources by subject or geographic areas as well as by publication title, issuing source, report number, or category of data. Abstracts will describe the statistical contents of a publication, including the subject matter, and level of detail in which data are presented, sources, and time coverage.

A companion microfiche file with the contents of indexed publications is also available.

For more information, or to request a pilot issue, write to the above address, or call (800) 638-8380 toll free or (301) 654-1550.

India's Population: Second and Growing by Pravin Visaria and Leela Visaria, Washington, D.C.: Population Reference Bureau, 1981, 55 pp.

The March 1981 census of India counted a population of 684 million, 12 million more than estimated, and recorded a 1971-81 average annual growth rate of 2.23 percent, virtually unchanged from the 1960s, despite attempts to reduce the rate. This booklet reviews the 1981 preliminary census results with tables showing the population, intercensal growth, sex ratio, and percentage of literate persons for individual states and union territories. While the emphasis is on the history of and projections for family planning in India, there also is useful information about urban-rural distribution and migration.

With Indian women averaging over five births in their lifetimes, attaining the current goal of replacement level fertility — an average of 2.3 births per woman — by 1996 is unlikely. The authors regard a doubling of the population over the next four decades "almost inescapable." •

West Germany*/continued from p. 3*

Fertility rises during the period 2015-2025 by one full child, from a TFR of 1.5 to 2.5 (i.e. above the replacement level). This higher rate of childbearing would ensure that the population would not decline over the long run and would eventually begin to grow once again. But even this increase in the annual number of births would not be immediately sufficient to offset the number of deaths, and the population would continue to decline for quite some time.

Here a sort of reverse momentum is at work. The population will not regain the 2015 level of 55 million until 2085, 70 years after the fertility rise began. During the period, a low point of 49 million would be reached about 2050. Therefore, a major decline in the German population is possible unless future birth rates rise considerably above the present TFR of 1.5.

Self-preservation

These projections bring up a number of intriguing points about countries that have completed the demographic transition: Chronic population decline is not absolutely inevitable. Many options remain. While the highest level used in the above projections was a TFR of 2.5, an even higher level would halt the decrease of population. It would require an approximate doubling of the 1.5 TFR to arrest the decline in 2015 in Germany.

Perhaps this will be accomplished gradually or in response to a vigorous pronatalist campaign. The French demographer, Jean Bourgeois-Pichat has posed the question of whether fertility is the result of the conscious childbearing decisions of couples or whether it exhibits a wavelike pattern, rising and falling from time to time with an irresistible inertia of its own.

As countries complete the demographic transition, demographers speculate about a population's propensity to preserve itself in its fertility behavior, seeking replacement fertility in the long run. This assumption is implicit in virtually all series of population projections, perhaps because it is comforting, or perhaps because there is no basis to assume otherwise.

In discussing these projections, several important issues in West German demography have not been touched on. The fact that many foreign nationals, primarily from Southern Europe and Turkey, have been admitted over the years as "guest workers" (Gastarbeiters) has created a significant population in Germany of first- and second-generation non-Germans. Policies permitting access to foreign workers have ceased and efforts to repatriate them to their home countries are underway. However, the population of foreign workers and their families which numbered just under 4 million in 1978 (about 6.5 percent of the total population), with its higher birth rate provides the potential for growth, while the native German population declines in numbers.

In 1974, the TFR of the foreign population was two-thirds higher than that of the native German population. As the native population declines, the proportion of the German population that is of foreign origin could double, or even triple, in the early part of the next century. This and other issues, such as the continued aging of the population are likely to occupy German demographers in the years to come. •

—Carl Haub,
Population Reference Bureau.
This article is excerpted with permission from Intercom, *May/June, 1982.*

Symposium Set

The International Symposium of Forecasting will meet in Philadelphia June 5 to 8, 1983. This conference, which focuses on forecasting methods and the use of forecasts, is expected to attract over 1,000 participants from different countries, academia, government, and business in the fields of social, behavioral, management, and engineering sciences. The conference is sponsored by the International Institute of Forecasters in collaboration with the Wharton School, University of Pennsylvania.

Research papers are invited. Abstracts of 100 words or less on any topic related to forecasting research should be sent to: Prof. J. Scott Armstrong, Wharton School, University of Pennsylvania, Philadelphia, PA 19104. Telephone (215) 898-5087. Further information is available from the same address.

International Media Selection

International Advertiser will present a seminar designed to solve the mysteries of foreign media selection, mixing, and buying on Oct. 14 in New York City. The morning program includes discussions of media strategy by representatives of NCR Corporation, Bank of America, McCann-Erickson, and Westinghouse. Afternoon roundtables will focus on individual countries.

For more information, contact: Ms. Barbara deFuniak, International Advertiser, 615 W. 22nd Street, Oak Brook, IL 60521. Telephone (312) 986-0064. •

The Ten Million Club: Household Projections

As in the United States, the number of households throughout much of the world is growing faster than the population. The result is that the average number of people per household is shrinking.

Of the 56 countries in the world with populations of 10 million or more, average household-size was fewer than three people in only six—the United States, Czechoslovakia, East and West Germany, the Netherlands and the United Kingdom, according to United Nations projections.

By the year 2000 all of the large countries in Europe, except Spain, will have an average household size lower than 3, as will Japan and Canada.

While average household sizes in Africa and Asia are large, they too are shrinking, according to U.N. projections.

In 1980, four countries—Algeria, Bangladesh, Kenya, and Turkey—averaged 6 people per household, and all but a handful of Asian and African countries averaged at least 5 people per household. But, by 2000 according to U.N. projections, all but Algeria, Nigeria, Kenya, Afghanistan, Bangladesh, Nepal and Pakistan will have reduced their household size to an average under five.

The number of households and household size are important statistics for companies that sell products purchased primarily by households—housewares, foodstuffs, and automobiles, for example.

For its study, the U.N. accepted the definition of household as used by the national statistical office that supplied the base numbers.

The projections for the medium variant are presented here as the most plausible trend for the future. The full report, however, also presents three other tables: high, low, and constant variants.

In comparing the U.N. projections for 1980 with the results of 1980 censuses that have been published in Country Profiles by *International Demographics,* we found that the U.N. projections often were slightly lower than the 1980 count of households and that actual average household size often was slightly smaller than that projected by the U.N. demographers. However, the projections still provide an indication of the trends in the number of households and average household size. ●

Household Projections for Countries with Populations of 10 Million or More

	1980		1990		2000	
AFRICA	*Households in thousands*	*Average Household size*	*Households in thousands*	*Average Household size*	*Households in thousands*	*Average Household size*
Algeria	3,027	6.1	4,534	5.9	6,900	5.2
Egypt	8,658	4.9	11,854	4.5	15,949	4.1
Ethiopia	6,542	5.0	8,688	4.9	11,833	4.7
Ghana	2,272	5.1	3,111	5.1	4,375	4.9
Kenya	2,664	6.2	3,951	6.1	5,998	5.6
Morocco	3,436	5.9	5,095	5.5	7,549	4.8
Mozambique	2,240	4.7	2,946	4.7	4,006	4.5
Nigeria	14,662	5.3	20,313	5.3	28,910	5.2
South Africa	5,730	5.1	7,789	4.9	10,703	4.5
Sudan	3,471	5.3	4,709	5.2	6,496	4.8
Tanzania	3,620	5.0	4,966	5.0	7,057	4.8
Uganda	2,691	4.9	3,723	4.9	5,279	4.7
Zaire	5,649	5.0	7,619	4.9	10,411	4.5
ASIA						
Afghanistan	3,816	5.8	5,056	5.7	6,959	5.3
Bangladesh	14,829	6.0	20,558	5.8	29,426	5.2
Burma	6,903	5.1	9,071	4.9	12,262	4.5
China	215,654	4.4	284,844	3.8	359,401	4.9
India	131,772	5.3	174,645	4.9	235,345	4.4
Indonesia	27,793	5.5	38,426	4.9	53,124	4.2
Iran	7,004	5.4	9,876	5.2	14,078	4.7
Iraq	2,243	5.8	3,320	5.5	4,935	4.9
Japan	33,828	3.4	40,652	3.0	46,449	2.8
Korea(N)	3,163	5.7	4,5[illegible]2	5.0	6,392	4.3
Korea(S)	7,557	5.0	10,686	4.2	14,044	3.6
Malaysia	2,612	5.2	3,823	4.5	5,436	3.7
Nepal	2,445	5.8	3,169	5.7	4,241	5.3
Pakistan	14,554	5.7	20,297	5.5	29,305	5.0
Philippines	8,655	5.9	12,668	5.3	18,485	4.5
Sri Lanka	2,888	5.2	3,831	4.6	4,965	4.0
Taiwan	N.A.	N.A.	N.A	N.A	N.A.	N.A.
Thailand	8,314	5.7	12,120	5.1	17,549	4.3
Turkey	7,545	6.0	10,672	5.4	14,488	4.8
Vietnam	10,210	5.1	13,459	4.9	18,074	4.4
NORTH AMERICA						
Canada	7,619	3.2	9,890	2.7	11,756	2.5
U.S.	80,377	2.8	92,963	2.6	104,979	2.5
LATIN AMERICA						
Argentina	7,503	3.6	9,070	3.3	10,713	3.1
Brazil	26,313	4.8	36,496	4.5	50,362	4.2
Chile	2,510	4.4	3,447	3.8	4,489	3.3
Colombia	4,994	5.4	7,303	4.7	10,220	4.2
Mexico	14,265	4.9	20,723	4.7	30,136	4.4
Peru	3,697	4.8	5,166	4.5	7,148	4.1
Venezuela	2,790	5.4	4,200	4.8	6,040	4.3
EUROPE						
Czechoslovakia	5,141	2.9	5,758	2.8	6,482	2.7
France	17,782	3.0	19,839	2.8	21,668	2.6
Germany(E)	6,743	2.5	7,346	2.3	7,851	2.1
Germany(W)	23,612	2.6	25,436	2.3	26,370	2.3
Italy	17,652	3.2	20,100	2.9	22,222	2.8
Netherlands	4,882	2.9	5,754	2.6	6,411	2.4
Poland	11,421	3.1	13,555	2.9	15,446	2.7
Romania	7,381	3.0	8,504	2.8	9,778	2.6
Spain	9,836	3.8	11,730	3.5	13,660	3.2
U.K.	20,032	2.8	22,257	2.5	23,815	2.4
Yugoslavia	6,536	3.4	7,882	3.1	9,189	2.8
U.S.S.R.	82,295	3.2	99,343	2.9	113,160	2.8
Australia	4,613	3.1	5,750	2.8	6,820	2.6

Note: The 1980 figures may differ from the latest census statistics supplied in International Demographic country profiles because they are based on projections of 1973 population totals. The U.S. figure for 1980 has been adjusted to reflect the census count, but the projections for 1990 and 2000 have not. Source: Estimates and Projections of the Number of Households by Country, 1975-2000, Population Division, Department of International Economics and Social Affairs of the United Nations Secretariat, (ESA/P/WP. 73) Excerpted from Annex: Tables 1 and 5.

C0200-1

INTERNATIONAL DEMOGRAPHICS™

Vol. 1, No. 8 November 1982

Carol Spence

Country Profile
Japan

Nobody ever said it would be easy to penetrate the Japanese market. Trade restrictions and differences in pricing and distribution practices pose one set of problems. Cultural barriers and translation problems pose another. Yet, with Japan's total consumption second only to the U.S. among the market economies, no one denies that the Japanese market is a potentially lucrative one.

The Japanese market is by no means closed to foreign companies if the product is right and the promotion correct. Products often need to be adapted to suit rapidly changing Japanese needs and tastes and marketed using strategies designed specifically for the Japanese market.

Understanding the basic psychology and current lifestyle of the Japanese consumer is essential. Western foods, for example, often contain too much sugar to be compatible with the Japanese palate. Slight modifications of recipes can lead to significant differences in product demand. In-store tastings and informal teach-ins on food preparation have been found to be significant factors in the success of new food product launch. In-store tastings are so popular that it is near impossible to walk down an aisle in a Japanese supermarket without being handed a tidbit of cheese wrapped in seaweed or a thimble-sized cup of corn soup.

The need for careful marketing studies is underlined by Richardson-Vicks' highly successful launch of a laxative called Colac. Testing showed that Japanese consumers believed that traditional herbal remedies were too mild and Western medicines too strong. Colac accordingly was advertised as an effective Western medicine containing natural ingredients; only two little pills were necessary for relief. Colac eventually became the number one selling laxative in Japan.

Other imports designed with Japanese preferences in mind have enjoyed particularly good responses. From 1973 to 1978, the import of consumer goods rose almost 13 percent annually. During the same period, private final consumption rose 20 percent in real terms. According to the Japan External Trade Organization, or JETRO, the demand for imported goods should continue to rise as Japanese consumers become increasingly affluent.

Changing Attitudes

The Japanese consumer is becoming increasingly international and sophisticated as a result of the rising overall educational level, the absorption of Western ideas into the Japanese lifestyle, expanded overseas travel, and the progressive growth of real income. The family diet of the Japanese household incorporates many Western elements with bread, coffee, and Western-style alcoholic beverages gaining on rice, tea, and sake. Western-style snacks and soft drinks are especially popular in households with young or teenage children. Even lunches provided in the public schools feature bread instead of rice.

continued on page 4

Inside

Profile: Some keys to success in Japanese business 1
Japanese baby boomers set trends in consumer purchase 3
Prefectures and cities: Total population, household size, and other indicators 9
Sources: The World Bank links economic and population data 12

SPECIAL JAPANESE ISSUE

Bureau Offers Computerized Data Base for 69 Countries

The first international computerized data file is now available from the U.S. Census Bureau.

The tape is the first result of an increased effort by the bureau to lead the way in developing international statistics.

Bruce Chapman, bureau director, told participants in a recent conference sponsored by International Demographics that it is in the best interests of the private sector both here and abroad to see that developing nations adopt reliable and recognizable statistical systems compatible with those in this country.

"This is so much a part of a developing country's rite of passage into the modern economy that one cannot imagine a successful advance in prosperity for such a nation if it did not create a reliable statistical system," he said.

Statistical data for the tape were originally compiled as part of a project in 69 developing countries on women in development. Although designed to assess the status of women, the file was revised to include data on both men and women, and is tabulated by rural and urban locations.

The 19 tables include population by age, province, ethnicity, religion, nationality, language, life expectancy, infant mortality, internal migration, marital status, age at marriage, household size, head of household, fertility, literacy, school enrollment, economic activity, status in employment, and income.

Not all information is available for every country—income data, for example, is in short supply—but all data that are available have been included.

Bureau officials expect to add every country in the world with a population of more than 5 million to the data base by early next year. Printed handbooks based on the demographic data base will be available at the end of next year.

Countries among the original 69 include both large and small, from Afghanistan to Zambia with such important potential markets as Boliva, Egypt, Ivory Coast, Korea, Peru, Morocco, Philippines, Sri Lanka, and Thailand.

The file costs $140 for one tape. Technical documentation comes with the file or can be purchased separately for $5.

For more information on the subject content of the file, contact the chief, International Demographic Data Center, U.S. Bureau of the Census, Washington, DC 20233, telephone (301) 763-4221. To purchase the tapes, contact the Data User Services Branch at the same address. When ordering, refer to file number CU DEV 82 001

In addition to developing an international data base, Chapman said the bureau is working to establish a Spanish-language training program under the auspices of the International Statistical Program Center.

The Statistical Program Center currently trains about 100 foreign students a year to develop statistical systems for their own countries.

The proposed Spanish-language school is a response to a resolution of the chief statisticians of the Latin American countries, Chapman said.

A third facet of the bureau's international involvement is an improved capability in the use of microcomputers in statistical data processing.

"The bureau aspires to become the developing world's repository and disseminator of microcomputer technology for statistical data processing," Chapman said, adding that the bureau has already made and installed software for editing and tabulating statistical data in 115 countries.

The next step will be to help other nations produce better quality foreign trade and economic statistics. •

Around the World

Japanese Thrive in Brazil

Don't ever underestimate the importance of migrants. The largest collections of ethnic Japanese outside Japan live in Brazil—about 800,000 of them—and their influence is showing.

There are three Japanese language newspapers in Sao Paulo. Japanese food and drink are common in the marketplace. Cookbooks in Japanese are featured in the local bookstores. And "The Teaching of Buddha" is a fixture in some Brazilian hotel bedside tables—written in Portuguese, but printed in Tokyo.

Both Japanese and Brazilian leaders attribute the success of the Japanese in Brazil to an absence of racial discrimination in that country. While there may not be discrimination on the basis of race, some say there is "social" discrimination because many Japanese got their start in Brazil as poor farm workers and have worked their way up the ladder.

Source: *The Asian Wall Street Journal Weekly*, Sept. 27, 1982, © The Asian Wall Street Journal Weekly. All rights reserved. 22 Cortlandt Street, New York, NY 10007. $96/year.

INTERNATIONAL DEMOGRAPHICS

Publisher: Peter Francese
Executive Editor: Bryant Robey
Editor: Doris Walsh
Research Director: Cheryl Russell
Art Director: Carol Terrizzi

International Demographics (ISSN 0731-5414) is published monthly by American Demographics, Inc., P.O. Box 68, Ithaca, N.Y. 14850. Telephone (607)273-6343.

© 1982 by American Demographics, Inc. All rights reserved.

Subscription rate: $148 a year.

The Japanese Baby Boom

Japanese born between 1947 and 1950 belong to the Japanese version of the baby boom known there as the "bulge generation" because of the population bulge in those years. The bulge generation now is in its early 30s; it numbers about 9.3 million people, 2 million more than the surrounding age groups.

This bulge generation has had an effect on Japan's economy and society. It is responsible for various booms and declines in postwar consumer markets, as well as for the creation of new consumption patterns and the birth of new markets.

Consumer Market Influence

The bulge generation is the first purely postwar population group. Its members have a sharp sense of fashion and a strong orientation toward leisure. Both younger and older generations have been influenced by the members of the bulge.

One example of their influence is the change in car ownership. People around the age of the bulge generation have consistently higher rates of ownership. Using the car for travel, eating out, and shopping was triggered by the bulge generation and then adopted by the younger generation, resulting in the car becoming a stable part of Japanese consumption patterns.

The rate of car ownership of people in their 50s has also increased, apparently because of their children. Although their children are not financially capable of purchasing cars themselves, their strong interest has prompted their parents to buy cars for them, and this in turn has awakened their own interest in car ownership. According to surveys done by the Japan Leisure Development Center, older persons often list driving for pleasure among their leisure time pursuits.

Other examples of the bulge generation's influence can be seen in the growth in sports education, sports participation, and the expansion of leisure time.

The bulge generation is oriented toward family life and appears to have a significant impact on the tastes and interests of their children known as the "junior bulge" generation. There are about 8.1 million junior bulgers, born between 1971 and 1974, 10 percent more than in the surrounding generations. The junior bulgers have acquired adult tastes and preferences. They enjoy such pursuits as fishing, tennis, and golf. Such expensive electronic pursuits as television games and microcomputers are enjoyed by both generations.

Size of the Bulge Market

The size of the bulge generation market is about 9,000,000 million yen (about $37 billion), and it accounts for about 9 percent of the total consumer market. However, if the influence of the generation is taken into consideration, the size of the market is considerably larger—14,000,000 million yen (about $57 billion) or about 15 percent of the total consumer market in Japan. If the overall influence of this generation on consumer consciousness and sense of values is taken into account, its impact might be considerably larger than these figures suggest.

Points to Watch

By 1990, Japan's bulge generation will be entering middle age, the largest age group in the consumer market. Although middle-aged people represent only 20 percent of the population, their share of consumption expenditures is expected to rise from 42 percent in 1980 to 44 percent by 1990. This compares to about a 30 percent share of total consumption for the so-called "silver" market of persons 55 or older.

As the bulge generation enters middle age, there are four areas of particular interest—the market generated by females, the children of members of the bulge generation, the development of consumer finance, and the development of markets in leading regional cities.

There are three reasons to believe that women in the bulge generation will lead the development of the

continued on p. 10

Table I: Estimated Size of Bulge Generation Market

	Population (Million)	Number of Households (Million)	Consumption (1,000,000 million yen)	Apparel	Eating Out	Leisure Hobbies	Auto-related	Expenditure on Children	Other
Direct market (30 to 33 years of age)	9.33 (8.0)	3.52 (10.3)	8.7 (8.9)	0.7	0.4	0.7	0.5	5.0	1.4
Younger generation market (25 to 29)	9.07 (7.8)	3.66 (10.7)	2.2 (2.3)	0.7	0.4	0.5	0.6	—	—
"Ignited" market (50 to 59)	15.24 (13.0)	6.77 (19.9)	3.3 (3.4)	—	0.6	0.4	0.9	1.4	—
Total including related markets	33.64 (28.8)	13.95 (40.9)	14.2 (14.5)	1.4 (16.1)	1.4 (36.8)	1.6 (18.6)	2.0 (42.6)	6.4 (14.8)	1.4 (4.9)
Total consumer market	116.92 (100)	34.06 (100)	97.4 (100)	8.7 (100)	3.8 (100)	8.6 (100)	4.7 (100)	43.1 (100)	28.5 (100)

Note: (1) Consumption is based on amounts per household in the Annual Survey of Household Income and Expenditures.
(2) Figures in parentheses are percentages.
(3) One dollar equals about 245 yen as of September 15, 1982.
Source: Prime Minister's Office, National Census, Annual Survey of Household Income and Expenditures, Tradepia International.

Japan/*con't. from p. 1*

Japanese consumers are paying more attention to the quality of their life, demanding high-quality, fashionable goods. The growth of leisure time has made the Japanese a sports- and health-conscious population.

Striking gains have been made by imports for personal and domestic use. From 1978 to 1979, furniture showed an increase in dollar value of 58 percent. Footwear was up 50 percent; toys, 44 percent; travel goods and handbags, 47 percent; clothing, 46 percent; and floor coverings, 65 percent.

Japanese consumers appear to be viewing imports with a different eye than in the past. The increasing visibility of imports in Japanese outlets and narrowing price differentials between domestic and foreign goods have led to a breakdown of the traditional attitude that imports are solely luxury or prestige items.

Previously, imported goods were not intended to compete with domestic products since promoting a high quality image through premium pricing was considered a strong marketing technique in a market dominated by upper-income consumers.

The recent blurring of distinction between foreign and domestic goods is creating a more competitive, yet expanded market for medium-priced imported goods. Imports can no longer solely rely on their foreign appeal but will have to compete on a price and quality basis.

The Middle Class

According to the National Livelihood Survey conducted annually by the Prime Minister's office, 90 percent of the Japanese consider themselves to be middle class. Data from other sources appear to confirm their perception. Not only has economic growth caused a leveling of income disparity, but the rise of mass media and higher education has fostered increasingly homogeneous attitudes and lifestyles.

The influence of Japan's middle class ethic on the shopping and purchasing habits of the Japanese consumer is a factor that overseas firms should keep in mind when marketing in Japan. Frugality and practicality govern most consumer purchasing. Japanese generally prefer tradition over innovation and tend toward classic rather than faddish designs and colors. Product quality takes on added significance to the quality-over-quantity-oriented Japanese consumer. The desire for appropriate outward appearances may deter a consumer from buying an item with an extravagant image.

The Japanese Woman

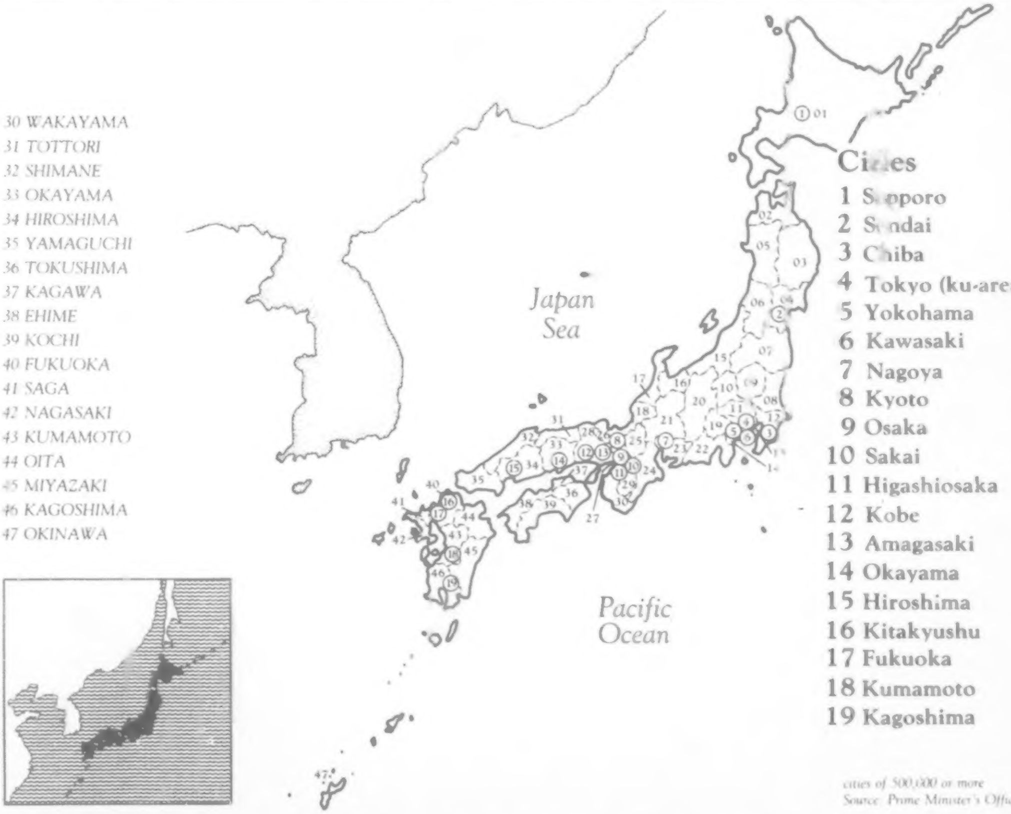
The Japanese woman's role in the marketplace is of great import. According to a survey conducted by JETRO, 43 percent of the women polled take sole responsibility for the family budget and 41 percent share it with their husbands. Except for the purchase of men's clothing, women were involved in more than 50 percent of all purchasing decisions.

It is clear from these findings that the exporter to Japan should be

JAPAN

Prefectures

01 HOKKAIDO
02 AOMORI
03 IWATE
04 MIYAGI
05 AKITA
06 YAMAGATA
07 FUKUSHIMA
08 IBARAKI
09 TOCHIGI
10 GUMMA
11 SAITAMA
12 CHIBA
13 TOKYO
14 KANAGAWA
15 NIIGATA
16 TOYAMA
17 ISHIKAWA
18 FUKUI
19 YAMANASHI
20 NAGANO
21 GIFU
22 SHIZUOKA
23 AICHI
24 MIE
25 SHIGA
26 KYOTO
27 OSAKA
28 HYOGO
29 NARA
30 WAKAYAMA
31 TOTTORI
32 SHIMANE
33 OKAYAMA
34 HIROSHIMA
35 YAMAGUCHI
36 TOKUSHIMA
37 KAGAWA
38 EHIME
39 KOCHI
40 FUKUOKA
41 SAGA
42 NAGASAKI
43 KUMAMOTO
44 OITA
45 MIYAZAKI
46 KAGOSHIMA
47 OKINAWA



Cities

1 Sapporo
2 Sendai
3 Chiba
4 Tokyo (ku-area)
5 Yokohama
6 Kawasaki
7 Nagoya
8 Kyoto
9 Osaka
10 Sakai
11 Higashiosaka
12 Kobe
13 Amagasaki
14 Okayama
15 Hiroshima
16 Kitakyushu
17 Fukuoka
18 Kumamoto
19 Kagoshima

cities of 500,000 or more
Source: Prime Minister's Office

aware of the changes taking place in the tastes and preferences of the Japanese woman. No longer does she resemble the submissive stereotype of days gone by but is widely read, well-educated, and interested in continuing her education and broadening her horizons.

In 1979 alone, 1.1 million Japanese women traveled overseas. Their growing international awareness has led, for example, to an increased interest in home decoration and Western cooking throughout Japan.

The Japanese woman is becoming increasingly active outside her home. The membership of Japan's over 6,000 consumer organizations, for example, is mostly female. These consumer groups constitute a major social force addressing a broad range of consumer, societal, and environmental issues.

The extent of attitudinal changes on the part of Japanese women is apparent in a case involving the withdrawal of a television commercial after protest by consumer groups. The commercial featured a girl saying, "I'm the person who cooks" and a boy saying, "I'm the one who eats."

The Aging of Japan

Japan's current population is about 117 million, making it the seventh most populous country in the world. Japan's rate of population growth is expected to be about 1 percent annually. About 50 percent of the population is between the ages of 25 and 59. However, although the population is currently relatively young, the slow rate of population growth after 1950, coupled with the continued lengthening of life expectancy (life expectancy is 73.5 for Japanese men and 78.9 for women) is expected to result in a rapid rise in the average age of the population.

Because of the aging of the Japanese population, the largest consumer group will be over 35. Since Japanese firms compensate their employees more according to their age and length of service than by their individual performance on the job, the spending power of the individual increases with age.

Consumption increasingly will be dominated by consumers in higher income brackets. Demand for leisure and health-related items, high fashion apparel and home furnishings should increase. One factor for the importer to consider is the extreme age consciousness of the Japanese. Even slight differences in age can account for marked differences in product demand.

Regions and Cities

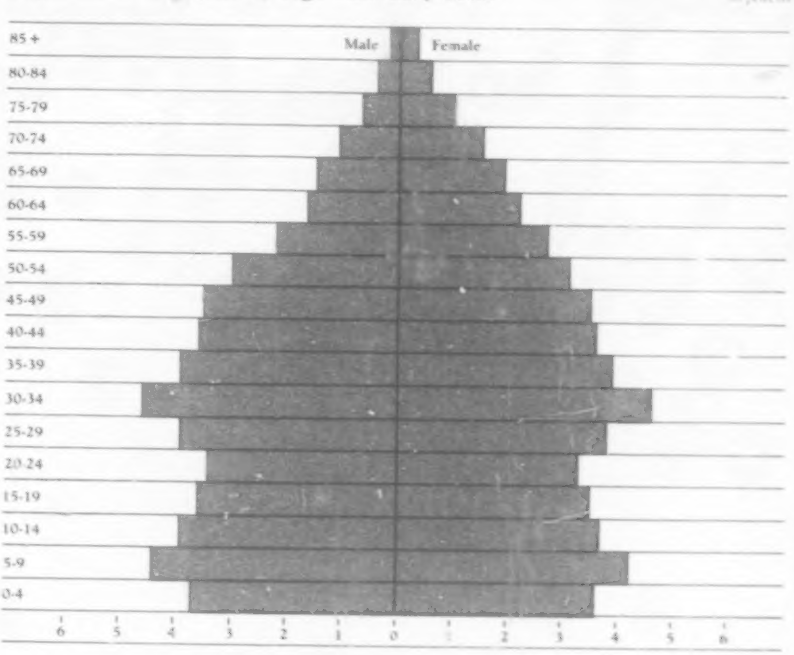
Japan's population is highly concentrated in urban areas. More than 66 million persons live within the "Pacific belt," a region which stretches along the Pacific side of the main island from Tokyo to Kobe. The Tokyo area is the most populous, with 35.6 million persons, followed by the Kinki area around Osaka, Kyoto, and Kobe with 17.8 million persons, and the Tokai region with 12.7 million persons.

Japan's poulation density is 314 persons per square kilometer, ranking fifth behind Bangladesh, Korea, Holland, and Belgium. Of Japan's 47 prefectures (equivalent to states), 15 are classified as urbanized. Japan has over 100 cities of 100,000 or more population.

The past 30 years of high economic growth were characterized by massive rural to urban migration.

continued

Population of Japan by Age and Sex, 1980



AGE	PERSONS	MALE	FEMALE
0-4	8,515,416	4,366,100	4,149,316
5-9	10,032,034	5,142,487	4,889,547
10-14	8,959,628	4,594,813	4,364,815
15-19	8,272,245	4,223,685	4,048,560
20-24	7,841,026	3,960,116	3,880,910
25-29	9,041,355	4,545,468	4,495,887
30-34	10,771,731	5,421,545	5,350,186
35-39	9,201,581	4,594,716	4,606,865
40-44	8,337,500	4,158,990	4,178,510
45-49	8,090,387	4,033,146	4,057,241
50-54	7,200,022	3,546,963	3,653,059
55-59	5,613,505	2,511,379	3,102,126
60-64	4,465,247	1,945,930	2,519,317
65-69	3,964,681	1,743,659	2,221,022
70-74	3,022,977	1,317,661	1,705,316
75-79	2,036,685	848,714	1,187,971
80-84	1,093,643	417,715	675,928
85+	529,370	171,959	357,411
Total	116,989,033		

This caused overcrowding in the cities and a declining rural population. The population of the Tokyo, Kinki, and Tokai regions arose from 39 percent of the national total in 1960, to 46 percent in 1970, and 48 percent in 1980.

However, the rise of urban population began to slow somewhat from 1965 to 1970 as large cities reached their saturation point and residents began to move to less crowded surrounding areas. After 1970, spurred by the shrinkage gap in income levels and job opportunities between regional and urban cities and the better quality of living offered by smaller cities, young people of the postwar baby "bulge" began moving back to regional areas.

This trend toward the stabilization of population growth in large metropolitan areas and the increase in population in regional cities is expected to accelerate in the 1980s.

Industrial activity is as concentrated as population. In 1977, 71 percent of total purchases of industrial materials were concentrated in the densely populated, highly developed Pacific belt. In 1979, the belt accounted for 67 percent of the country's industrial production by value.

The Japanese government has encouraged the regional dispersal of industry and the creation of new industrial cities. Japan's Ministry of International Trade, or MITI, is developing plans for 16 regional technopolises where the employees of high-technology industries and research laboratories will live and work.

Kyushu, Japan's southern-most major island, is being promoted as Japan's answer to the U.S. Sun Belt. Kyushu already produces 35 percent of Japan's semiconductor output by volume and 24 percent by value.

MITI's current campaign is aimed at foreign firms as well. Fairchild Industries, Inc., recently announced plans to build a semiconductor factory in Kyushu's Nagasaki prefecture.

Households

The Japanese census divides households into two types, ordinary households and quasi-households. An ordinary household is a group of persons sharing living quarters and living expenses. A person who lives by himself is also considered an ordinary household.

A quasi-household is a person or a group of persons living in boarding houses, company dormitories, or rented rooms. Students in dormitories, inpatients in hospitals, inmates in social institutions, and persons in the Self Defense Forces camps are also quasi-households.

Ordinary households can be relative households, non-relative households, and one-person households. Relative households consist of the nuclear family and other relatives. Non-relative households are those containing a head of household and unrelated people.

There are about 35 million households in Japan at present, compared with 82 million in the U.S. The number of households has been growing at a faster rate than the total population just as in the U.S. The result is that the average number of persons per household has declined from 4.54 in 1960 to 3.33 in 1980. By 1985 there should be about 39 million Japanese households.

The trend toward the formation of nuclear families is directly related to the increase in the number of households. The size of urban families has declined as a result of children setting up separate households apart from their parents after marriage. The structure of the Japanese family has changed from a direct-lineage system to a one-married-couple system based on the nuclear family.

Housing

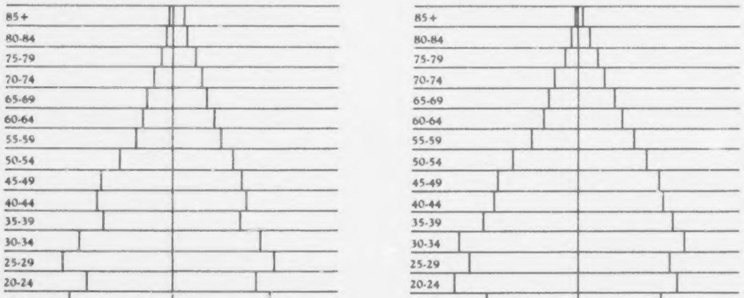
Japanese housing is small by international standards, averaging about 750 square feet. Japanese spend more time commuting to and from work and live in homes that offer considerably less space and comfort than their Western counterparts. It is not at all unusual for a worker in Tokyo to commute three or four hours a day on packed subways and trains. The often cited, yet hard-to-believe, instances of subway and train engineers pushing commuters onto seemingly stuffed cars attest to the daily trials of the Japanese employee.

About 60 percent of Japanese households own their own home. Japan's high level of housing starts (relative to the total housing stock and number of households) indicates the desire on the part of most Japanese to buy a home. Japan's new housing starts have averaged about 1.5 million annually in recent years. There were 2 million housing starts in the U.S. during a comparable period.

The cost of buying a house has skyrocketed in Japan, fueled by inflation and soaring land prices. Although the availability of home financing has increased, most workers find it extremely difficult to buy a

Population of Okinawa Perfecture by Age and Sex, 1980 *(in percent)*

Population of the City of Tokyo by Age and Sex, 1980 *(in percent)*



These population pyramids for the city of Tokyo and the prefecture of Okinawa illustrate the differing age distribution patterns of Japan. The best market, depending on the target age group, may be where you would least expect it.

new home. The average home in an urban area cost the equivalent of about $82,000.

The high cost of housing strongly influences overall consumption patterns in Japan. Those who cannot obtain housing at reasonable prices often opt to make their lives more enjoyable by buying luxury items and pursuing leisure activities outside the home. Others place greater emphasis on improving the size, fixtures, and furnishings of their current residence. Between 1972 and 1978, expenditures on home furnishings more than doubled.

JETRO predicts that the demand for furniture and home appliances will continue to increase. It warns importers, however, to design compact versions of Western products that fit the space limitations of the Japanese home. An American professor teaching at a Japanese university bought Western-style furniture in a Japanese department store to use during his visit. On his return to the U.S. he shipped the furniture home only to find them ridiculously dwarfed in a full-sized Western room. The reverse most certainly would be true.

The underlying influence in Japanese home construction and design is the use of the *tatami* (woven straw mat). Mats come in one basic size and determine the size and shape of Japanese rooms. The six-mat room is the most common size. A tatami is about 90 by 180 centimeters (about three by six feet).

A popular layout for an urban apartment is the combination of a six-mat and a 4.5-mat room. Although these quarters seem incredibly cramped, bedding can be stored in closets making it possible to use both rooms for a variety of purposes.

A more recent trend in urban housing is the combination of Western-style rooms and tatami rooms. Several Western-style rooms with hardwood floors or carpets and one six- to eight-mat tatami room is a common layout.

Education

In a society that often is characterized as a *gakureki shakai*, or a system in which a person's formal education determines the limits of his or her social and occupational status, the growth in the pursuit of education in Japan comes as no surprise. Japanese housewives, often called *kyoiku mama*, or education mamas, are notorious for driving their children to succeed in school.

No wonder then that between 1975 and 1978 household expenditures on education increased by more than 52 percent. Some of this increase was due to the rising cost of higher education, but it also points to the increased interest in and money spent on lifelong education as well. Expenditures on supplementary education in this time period rose almost 80 percent.

Japan is second only to the U.S. in the number of students receiving higher education. Over 94 percent of Japanese students go on to a high school education. Of them, about 40 percent enter college. There are over 960 universities and colleges (including junior colleges) in Japan.

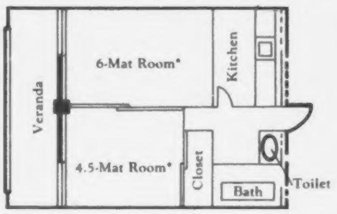
In a Ministry of Education survey, 80 percent of high school graduates and 87 percent of college graduates said that they felt the need to continue their education. Figures from the 1980 census show that 50 percent of females and 52 percent of males over the age of 15 had completed high school or above. About 14 percent of the total population over age 15 were educated beyond high school.

The Japanese study English for an average of six years and many consider its mastery an essential tool for climbing up the corporate ladder. The dreaded college entrance exams abound with English language technicalities that confound even the most learned native speakers of English. Imported English-teaching materials have a high marketing potential as do instructional toys and toys with an educational content.

Labor Force

In recent years Japan has faced a rapidly aging work force as the postwar baby boom generation moves upward into middle age and the large percentage of the population in the middle-age groups enter old age. The number of people in the productive years between 15 and 64 jumped from 50 million in 1950 to 79 million in 1980 as the baby bulge population reached maturity. However, the working population increased only 13 million from 44 million in 1960 to 57 million in 1980, as a greater percentage of young people pursued higher education.

A Japanese-Style Apartment



*One mat equals 3'x6'

Source: The Japanese Consumer; Jetro Marketing Series 6.

Fifteen years ago, 30 percent of males and 25 percent of females were in school. Today, more than half of the males and nearly half of the females in the same age group are in school.

Primary industries employ 11 percent of Japan's working population; secondary industries account for 34 percent; and tertiary industries for more than 50 percent.

Before the oil crisis of the early 1970s, the number of working women steadily increased. Since 1973, the trend has shifted to decreasing numbers of working women. At present, women constitute 35 percent of the total employed population.

There are marked differences between female and male workers. The average wage for women is only 56 percent of that for men, and the average length of employment is only half of men's, about six years.

One-third of workers in Japan are temporaries or part-timers. Many students work their way through school or pay for their vacations and clothes by getting an *arbaito*, or part-time job. Arbaito are so popular that there are employment agencies and a weekly magazine solely dedicated to their listing and dispersal.

Housewives and retirees derive supplemental income from part-time work. It is not uncommon for the wives of company employees to deliver yogurt door to door by bicycle or even business documents from company to company to make some extra pocket money in their otherwise idle hours.

Many firms have opted to reduce operating costs by hiring part-time workers because they can be paid on an hourly basis and receive no fringe benefits.

Income

Prior to 1973, when the oil crisis slowed Japan's economic growth, the annual real growth in consumer income averaged more than 10 percent. Since 1973, real growth in income has slowed to an average of just 0.7 percent annually.

The average annual per capita income of the Japanese in 1980 was $9,890 compared with $11,360 in the U.S.

Japan's savings rate is about 20 percent, which is one of the world's highest. Ninety-five percent of households have a savings account; 90 percent have a life insurance policy. The lifetime commitment necessary to purchase a home and the Japanese household's dedication to educating their young account for the high rate of savings in Japan.

Japan's seniority wage and bonus system greatly affects consumption patterns and has important implications for foreign firms who export goods to Japan. Employee income rises with age and reaches a peak just before retirement at age 55 to 60. Bonuses are paid twice yearly, one in mid-June and one in mid-December. It is no coincidence that these dates overlap with the major gift giving seasons in Japan.

Gifts usually are given to persons to whom the family owes a debt of gratitude or to whom the family is obliged in some way. Since these gifts are not supposed to be personal in nature, practical domestic articles such as soaps, towels, and even fancy packages of salad oil or monosodium glutamate often are exchanged. The gift usually is one that can be used up quickly, thereby diminishing the recipient's need to reciprocate.

Imported foods and alcoholic beverages, especially those packaged according to Japanese practices, are popular gift items bought at bonus time.

A year's bonus usually is between two and six months of an employee's salary. The bonus actually acts as a kind of forced savings. On the average, 53 percent of the bonus is added to savings, while 39 percent is spent on repayment of debt, vacations and leisure, and major purchases of durable goods.

Consumption and Leisure

Japan is one of the world's largest consumer markets. Growth in consumer expenditures has been rapid, averaging about 16 percent annually between 1973 and 1977. Consumption is expected to continue to grow at an average yearly rate of 5 to 6 percent.

The Japanese household spends about $10,000 to $12,000 annually on consumption.

The largest increases in total percentage of household consumption has been in leisure and discretionary items for the home. Housing takes up about 15 percent of the Japanese consumer's budget. The growing trend toward home improvement and the relatively high rate of new housing starts accounts for this rise.

Ninety-seven percent of Japanese households own color televisions, washing machines, and refrigerators. Japan's orientation toward energy efficiency is reflected in the relatively low ownership rates for cars, air conditioners, and central heating. Although the rate of ownership of consumer durables is high, replacement demand for appliances, especially the more energy-efficient and personalized models, offers a promising opportunity for imported products.

Two clear trends have emerged in consumer durable sales. One, toward the purchase of smaller, more personal units, reflects the rise in *maihomushugi* ("my-home-ism"), an expression of personal over group-oriented ownership. The

continued

MY-HOME-ISM

Jibun ga nai, or "life without a self," is a commonly used Japanese expression that graphically illustrates the state of personal identity in Japanese culture. The de-emphasis of the individual in favor of the group is deeply rooted in Japanese culture.

However, with the disintegration of tight-knit communal society and the rise of mass culture, a new Japanese individual is emerging—one who is more concerned with individual happiness. Many young people want a life of their own outside the group.

Maihomushugi, or "my-home-ism" reflects the increasing concern on the part of the Japanese for one's own self and family first. Advertisements boast *mai-kaa* (my car), *mai-homu* (my home), even *mai-pesu* (my pace). The consumption of personally-oriented items is on the rise with smaller, more personal units becoming increasingly popular.

Sales of smaller, portable televisions, for example, are increasing as more people opt for personal-sized rather than household-sized units. The shift to Western-style housing with separate rooms for each individual and away from traditional Japanese residences with one large room broken up by sliding paper doors and the move from an extended family system to a nuclear one account for this trend.

The use of credit also is expanding and many major department stores, especially those with primarily young clientele, have introduced credit cards and installment financing. Whether this trend toward the immediate satisfaction of desire rather than planning for the future will supercede traditional attitudes of frugality and self-sacrifice no one is quite sure.

What is sure however is that traditional beliefs in harmony, uniformity, and the precedence of the group are being altered, if ever slightly, by the rise of a new concept in the Japanese psyche — the concept of myself.

—Denise Rusoff

Japan: Prefectures and Cities of 500,000 or More

Source: 1980 Population Census of Japan, Vol. 2, Part 1, Statistics Bureau, Prime Minister's Office

ID Number	Prefecture	Total Pop.	Males	Females	Percent under 15 Years Old	Percent 15-64	Number of Households	Average Household Size
01	Hokkaido	5,575,989	2,737,089	2,838,900	23.3	68.6	1,734,306	3.09
02	Aomori-ken	1,523,907	735,444	788,463	24.0	67.1	411,270	3.60
03	Iwate-ken	1,421,927	688,460	733,467	22.9	67.0	380,149	3.64
04	Miyagi-ken	2,082,320	1,025,903	1,056,417	23.1	68.2	568,993	3.56
05	Akita-ken	1,256,745	603,403	653,342	20.9	68.5	330,888	3.71
06	Yamagata-ken	1,251,917	605,407	646,510	21.0	67.3	313,846	3.91
07	Fukushima-ken	2,035,272	990,575	1,044,697	22.9	66.6	528,659	3.76
08	Ibaraki-ken	2,558,007	1,272,533	1,285,474	24.6	66.2	663,128	3.77
09	Tochigi-ken	1,792,201	885,573	906,628	24.2	66.5	468,218	3.74
10	Gumma-ken	1,848,562	908,871	939,691	23.9	66.2	495,345	3.65
11	Saitama-ken	5,420,480	2,739,175	2,681,305	26.9	66.9	1,509,558	3.51
12	Chiba-ken	4,735,424	2,383,157	2,352,267	25.9	67.1	1,336,140	3.45
13	Tokyo-to	11,618,281	5,856,280	5,762,001	20.6	71.5	4,001,163	2.78
14	Kanagawa-ken	6,924,348	3,536,021	3,388,327	24.6	68.9	2,076,479	3.21
15	Nigata-ken	2,451,357	1,193,653	1,257,704	22.5	66.3	633,675	3.79
16	Toyama-ken	1,103,459	532,686	570,773	22.7	66.2	280,570	3.85
17	Ishikawa-ken	1,119,304	542,782	576,522	23.8	65.7	304,905	3.56
18	Fukui-ken	794,354	384,269	410,085	22.8	65.6	205,206	3.78
19	Yamanashi-ken	804,256	391,649	412,607	22.7	65.7	221,870	3.54
20	Nagano-ken	2,083,934	1,008,885	1,075,049	22.5	65.4	566,019	3.59
21	Gifu-ken	1,960,107	954,018	1,006,089	24.0	66.3	513,136	3.73
22	Shizuoka-ken	3,446,804	1,695,778	1,751,026	24.2	66.8	920,750	3.64
23	Aichi-ken	6,221,638	3,112,306	3,109,332	25.0	67.5	1,726,319	3.48
24	Mie-ken	1,686,936	817,578	869,358	22.9	66.0	456,175	3.60
25	Shiga-ken	1,079,898	529,208	550,690	24.6	65.4	277,053	3.80
26	Kyoto-fu	2,527,330	1,238,365	1,288,965	22.8	67.0	768,881	3.16
27	Osaka-fu	8,473,446	4,203,838	4,269,608	24.4	68.3	2,597,249	3.16
28	Hyogo-ken	5,144,892	2,512,358	2,632,534	23.9	66.8	1,501,514	3.33
29	Nara-ken	1,209,365	587,067	622,298	24.1	66.5	323,146	3.62
30	Wakayama-ken	1,087,012	523,467	563,545	22.4	65.7	316,139	3.35
31	Tottori-ken	604,221	289,946	314,275	21.6	66.0	163,435	3.60
32	Shimane-ken	784,795	377,499	407,296	21.3	65.0	216,960	3.51
33	Okayama-ken	1,871,023	905,477	965,546	22.7	65.4	532,373	3.41
34	Hiroshima-ken	2,739,161	1,336,806	1,402,355	23.6	66.1	830,037	3.19
35	Yamaguchi-ken	1,587,079	759,255	827,824	22.3	66.0	477,955	3.22
36	Tokushima-ken	825,261	395,994	429,267	21.2	66.7	233,286	3.43
37	Kagawa-ken	999,864	481,104	518,760	22.2	65.8	283,926	3.42
38	Ehime-ken	1,506,637	718,517	788,120	22.7	65.7	453,732	3.23
39	Kochi-ken	831,275	396,418	434,857	20.9	65.9	265,495	3.01
40	Fukuoka-ken	4,553,461	2,200,450	2,353,011	23.1	67.5	1,359,924	3.23
41	Saga-ken	865,574	410,912	454,662	23.2	65.0	224,223	3.75
42	Nagasaki-ken	1,590,564	758,374	832,190	24.2	65.1	449,888	3.41
43	Kumamoto-ken	1,790,327	850,831	939,496	22.1	66.2	501,342	3.45
44	Oita-ken	1,228,913	583,097	645,816	22.5	65.8	362,284	3.28
45	Miyazaki-ken	1,151,587	550,207	601,380	23.8	65.7	345,150	3.23
46	Kagoshima-ken	1,784,623	839,392	945,231	22.4	64.9	585,576	2.94
47	Okinawa-ken	1,106,559	543,692	562,867	29.4	62.7	291,714	3.72
	City							
01 100	Sapporo-shi	1,401,757	691,057	710,700	23.1	70.6	477,227	2.82
04 201	Sendai-shi	664,868	330,698	334,170	22.8	70.5	217,289	2.91
12 201	Chiba-shi	746,430	376,861	369,569	27.7	67.1	221,853	3.26
13 100	Ku-area	8,351,893	4,189,836	4,162,057	19.2	72.4	2,988,461	2.68
14 100	Yokohama-shi	2,773,674	1,417,015	1,356,659	24.0	69.6	846,115	3.16
14 130	Kawasaki-shi	1,040,802	543,269	497,533	22.9	71.4	337,283	2.94
23 100	Nagoya-shi	2,087,902	1,045,892	1,042,010	22.6	69.7	651,505	3.09
26 100	Kyoto-shi	1,473,065	721,402	751,663	21.0	68.6	478,472	2.93
27 100	Osaka-shi	2,648,180	1,304,599	1,343,581	20.5	70.2	877,967	2.92
27 201	Sakai-shi	810,106	401,887	408,219	26.7	67.1	239,573	3.29
27 227	Higashiosaka-shi	521,558	261,810	259,748	24.4	68.3	161,302	3.14
28 100	Kobe-shi	1,367,390	665,029	702,361	22.5	68.1	432,502	3.04
28 202	Amagasaki-shi	523,650	260,694	262,956	23.5	68.9	166,921	3.05
33 201	Okayama-shi	545,765	264,648	281,117	23.0	67.2	168,230	3.12
34 100	Hiroshima-shi	899,399	442,840	456,559	24.2	68.3	292,130	2.95
40 100	Kitakyushu-shi	1,065,078	514,167	550,911	23.1	68.1	332,023	3.09
40 130	Fukuoka-shi	1,088,588	536,765	551,823	23.2	69.7	365,079	2.84
43 201	Kumamoto-shi	525,662	251,011	274,651	22.5	68.7	165,974	3.00
46 201	Kagoshima-shi	505,360	240,143	265,217	23.9	68.3	167,461	2.87

other is toward the purchase of larger units or units with more sophisticated features. Despite a slowed rate of market expansion since the 1973 oil crisis, the changes taking place in the Japanese lifestyle and the ample size of the Japanese market promise an exciting market for exporters. Rapidly changing tastes should stimulate the demand for new products and services.

Although from 1972 to 1978 the percentage of the total budget for clothing expenditures fell, there has been a shift toward more fashionable Western-style clothes.

The decline in hours worked, from 47 hours a week in 1960 to 41 hours in 1978, has greatly contributed to the high rate of increase in expenditure on leisure pursuits. Purchases of books and magazines, for example, rose almost 90 percent between 1975 and 1978. Sales of casual wear and sportswear also grew rapidly.

The most common leisure pursuit during the week is watching TV or listening to the radio, followed by reading the newspaper. During weekends or vacations, the most common pursuit is traveling in Japan with one or more overnight stays.

Sources of Information

The Japanese statistical system is among the best in the world. Population censuses are taken every five years and many statistics are updated monthly.

The best place to obtain demographic information is from the Statistics Bureau, Prime Minister's Office. The census covers a broad range of items, offering demographic data on age and sex distribution for all cities over 500,000 and all prefectures (equivalent of states), marital status, education, occupation, employment status and type of dwelling.

The First Basic Complete Tabulation (Vol. 2, Part I) is the most complete and useful volume now available. It costs 6,000 yen, plus 1,630 yen for postage and handling charge. There also is an additional 750 yen for banker's exchange charges if you pay in yen and 1,350 yen for exchange charges if you pay in dollars or other currency. Including postage and exchange charges, the basic population volume costs about $35.

The best way to make sure you are sending the correct amount is to place your order and let the publications office figure charges. The publications are not sent, however, until the invoice has been paid.

The Second Basic Complete Tabulation (Vol. 3) is scheduled to be released in March 1983. It will include data on household composition such as households of the aged, and mother-child households.

Volume 5 on commuting to work or school by sex, age, and industry, was released in June, 1982.

Volume 6 includes information on internal migration and will be released by June, 1983.

Also available are detailed population maps and analytical studies.

All the volumes listed above can be ordered from: Government Publications Service Center, 2-1, 1-chome, Kasumigaseki, Chiyoda-ku, Tokyo, Japan.

The Government Publications Service Center also puts out a catalog which lists periodicals and annuals as well as selected publications from many departments of the Japanese government.

Among them are publications of the Ministry of International Trade and Industry on such subjects as the distribution system in Japan, robots in the Japanese economy, and the Standard Trade Index of Japan.

The Japanese External Trade Organization (JETRO) has a marketing series that includes such topics as the Japanese consumer, and Japan's import and marketing regulations, (500 yen each). Books include *The Japanese Home in Transition* (1500 yen), *Promotion of Small and Medium Enterprises in Japan* (1500 yen), and *The Female Factor in Japan's Import Market* (1000 yen) are among other publications from JETRO.

The Japanese government publishes monthly updates on economic statistics, price indexes, family income and expenditure survey, price of consumer goods and services, labor force, industrial statistics, and monthly statistics of agriculture forestry and fisheries.

The monthly statistical publications have English subtitles and some English summaries; of course, the numbers are the same in either language so that once you have cracked the code, the publications are not difficult to use. •

– Denise Rusoff

Denise Rusoff is the former senior editor of PHP, a Japanese general interest magazine, printed in three languages. She is now vice president of Translations Nippon.

Baby Boom/*con't from p. 3*

middle-age market in coming years. The first is the growth of their incomes. The percentage of women in this generation who earn an income is higher than for all generations and is rising rapidly. In addition, the contribution of women to household income is highest for those in their 30s. As women in this age group finish rearing their children, opportunities to return to work are expected to increase. For that reason, two-income families are expected to become much more common.

The second reason is that the drive to consume appears high. According to a survey conducted by the Prime Minister's Office in 1979, the principal reason women gave for taking jobs was "to achieve a more affluent lifestyle." This response was given by 54 percent of the women surveyed. By contrast, only 8 percent indicated they were working to maintain their present lifestyles.

The third reason is that women want to fulfill themselves outside of the home through community activities, cultural pursuits, sports and the like.

Table II: Forecast of Middle-age Market

		Population (Million)	*Number of Household (Million)*	*Consumption (1,000,000 million yen)*
Middle-age groups (40 to 54)	1980	23.56 (20.2)	12.5 (36.5)	40.5 (41.6)
	1990	27.77 (22.0)	14.36 (38.9)	109.8 (44.3)
Total	1980	116.92	34.08	97.4
	1990	126.28	36.91	247.8

Note: Figures in parentheses are percentages

Junior Bulge Generation

The junior bulge generation will move through the teenage years in the 1980s. As this generation approaches the age where people incur such major expenditures as a college education, they will increase the spending of their middle-aged parents.

The amount of consumer finance provided in 1980 was about three times that provided in 1973. That increase occurred against a backdrop of slower growth in incomes following the first oil crisis. Younger people, including the bulge generation, have been major supporters of the consumer finance market.

In the coming years, the following factors are expected to help expand the consumer finance market.

—The loan requirements of the bulge generation will rise during middle age.

—This generation's ability to borrow will increase as social position and incomes rise.

—Finance as a sales tool will become increasingly common.

—Financial institutions are expected to increase loans to individuals.

One point of particular interest will be loans to women. The percentage of consumer loans to women already has risen from 8 percent in 1976 to 28 percent in 1980 and is continuing to rise, according to the Japan Consumer Finance Association. This trend should grow as more women take jobs and establish a credit history, thus contributing to their ability to borrow.

Regional Markets

The movement of young people back to regional areas began with the bulge generation after 1970. As these young people moved to the regional areas, they contributed to the elimination of the gap in incomes and information between large cities and regional cities. They also have contributed to greater homogeneity in lifestyles among the major cities. Consumer spending in the regional cities where members of the bulge generation live is expected to grow at a relatively faster rate than in the past.

The so-called bulge generation is expected to become the center of social and economic development as its members enter middle age. As a result, the group's influence is likely to be even greater than in the past.

Japan's future growth is likely to be increasingly dependent on consumer spending. •

—The Research Department
Sanwa Bank, Ltd

This article orginally appeared in Tradepia International, Spring 1982, a publication of Nissho Iwai Corporation. It is excerpted with permission. Subscriptions can be ordered from Tradepia International, 153 E. 57th St., New York, NY 10022, $10/4 issues.

Publications

World Development Report, 1982, Washington, DC: The World Bank, 171 pp. including tables, available from Oxford University Press Inc., 200 Madison Avenue, NY, NY 10016. $8 paper, $20 cloth.

The economies of middle-income countries (those with a 1980 GNP per capita of $410 or more annually) should continue growing faster than those of the industrial countries, according to this recently released annual report from The World Bank.

The middle income economies include 63 countries such as Thailand, Philippines, Peru, Morocco, Brazil, Mexico, Turkey, Singapore, and Venezuela.

Although progress has been made in the past 30 years in improving the quality of life and establishing conditions for pre-development in many South Asian and Latin American countries, conditions in sub-Saharan African countries remain a matter of concern, the report says.

Continuing rapid population growth in most countries will limit the rate of increase in per capita food consumption and will require even greater rates of increase in agricultural productivity, according to the report.

The annual World Bank Development Reports are an inexpensive and useful source of demographic information including the latest estimates of GNP per capita for all countries, past and projected population growth, fertility and labor force statistics, data on urbanization, health, education, and income distribution.

A host of tables of economic indicators are also included.

The Demographic Characteristics of Household Populations, by Mohammad Kabir, 1982, Voorburg, Netherlands: International Statistical Institute, 63 pp. including tables.

Households containing no married couples are common in Colombia, Costa Rica, Panama, Peru, and the Dominican Republic, while households with two married couples are common in Pakistan, Nepal, Malaysia, Bangladesh, Fiji, and Thailand.

The household is the basic economic unit for many marketing strategies.

This study, part of a series of Cross National Summaries, comes from information gathered as part of the World Fertility Survey, and provides summaries on household characteristics for 17 developing countries, six in Latin America and 11 in Asia and the Pacific.

The summary tables include information on the age distribution of household heads, as well as their educational attainment and marital status. Also included is information on household size, and the distribution of generations.

The pamphlet can be ordered from Publications Office, International Statistical Institute, 428 Prinses Beatrixlaan, P.O. Box 950, 2270 AZ Voorburg, Netherlands. •

Sources

The World Bank

Although only one of its employees bears the title of demographer, the World Bank still is an important source of international demographic data. Officially known as the International Bank for Reconstruction and Development, the bank produces a narrow range of statistics—primarily numbers for total population. But these data are good because the bank combines superb channels of information with independence from the countries on which it reports.

Each year the Research and Policy Division of the Population, Health, and Nutrition Department provides demographic statistics for the Bank's regular country economic reports. The economist responsible for the country works with the Division to produce these numbers, using information from the United Nations and the U.S. Census Bureau, or obtaining census volumes or vital statistics reports from the country concerned. If data from the standard sources are unavailable, the bank tries to find a substitute.

"Nowadays," says K. C. Zachariah, the bank's senior demographer (there is no junior demographer but there are others trained in demographics in the division), "many more surveys are being taken." This is helpful even in countries that have reliable census data, he said, because census data age, and surveys are useful for updating them.

If either the country specialist or the policy and research analyst decides the available numbers are unacceptable, the bank goes to the source. A staff member or consultant investigates the way the data were collected and produced, checking possible sources of inaccuracy like the response rate or the geographic coverage. If the data prove deficient, the bank compensates by using indirect estimating techniques.

Since the bank's economists generally visit the countries it lends money to several times a year—the bank mantains six or seven economists in India alone and has a permanent office in Delhi—it can take a more active and continuous role in collecting data than the United Nations can. The U.N. gets its annual population information by means of a questionnaire it sends each government. The U.N. also is under some constraints to agree with the numbers that governments send it. But the bank, as lender, stands in a different relationship. Zachariah says it is up to the government that disagrees with the bank's population estimates to persuade the bank that it is wrong.

The economic reports the bank produces for individual countries are not available to the public. The population estimates that are developed for them, along with the associated national income measures, are printed in the *World Bank Atlas*, which appears each year in March. (The current edition costs $2.50 prepaid; order from the Publications Distribution Unit, P.O. Box 37525, Washington, DC 20013.) This publication contains population estimates, GNP per capita, and recent growth rates for most of the world's countries.

Projections

Although the bank often adopts the population estimates of the United Nations or the U.S. Census Bureau, it makes its own population projections for all the countries of the world each year. The other agencies use the latest census as the base year for their projections, but the bank prefers to have the same base year for all countries. Generally, the bank starts with United Nations data, examines them for consistency, and adjusts them in the light of the bank's close knowledge of individual countries.

The results of the most recent projections are summarized in the Bank's annual publication *World Development Report*. The detailed projections can be requested from the Policy and Research Division, which developed them.

They estimate that the less developed countries' share of the world's population will increase from 74 percent in 1980 to 79 percent by 2000, and that when all the countries of the world achieve a stationary population, sometime in the first half of the 21st century, there will be 10.4 billion people. India and China will have more than a billion each, and Nigeria will be the third largest country, with half a billion people. More countries, including the USA and USSR, will have more than 100 million people: 9 countries in Asia, 7 in Africa, and 2 in Latin America.

Since economic development is related to population trends, bank staffers and consultants continually research such demographic topics as fertility, migration, and labor force trends in particular countries. These studies often involve the bank in conducting detailed surveys, whose results can be useful to people or organizations that have interests in that country. The reports that are publicly available are described in *World Bank Research Program: Abstracts of Current Studies*, which can be ordered for free from the Publications Unit.

Current research and research just completed is described in "World Bank Research News," which the bank publishes three times a year. Subscriptions are free to "institutions and individuals with a professional interest in development." To prove that you qualify for this offer you have to include your title when you ask to be added to the mailing list. The Publications Unit also issues "Report," a free bimonthly paper highlighting recent findings of Bank activities. Write the Editor ("Report"), Room N-231, World Bank, 1818 H Street, N.W., Washington, DC 20433. •

—Martha Farnsworth Riche

C0200-1

Vol. 1, No. 9 December 1982

INTERNATIONAL DEMOGRAPHICS™

OBSERV
THE DI NYE PROPOS
SUNDAY TIMES
AMERICAN HOSTAGES: THEIR NIGHTMARE YEAR
Sunday People
BIGGEST AND BEST FOR SOCCER
EVERYONE NEEDS STANDARDS
Sunday Mirror
SECRETS OF MISS WORLD 1980
SUNDAY TELEGRAPH
PAY
FIRING LINE

Jon Crispin

Buying Media Worldwide

Television is the way to reach people in Latin America. Print media is best in Asia because television penetration is low in most countries. Magazines and radio are most important in Arab nations, and in some European countries, there is no point in advertising in July and August because everybody is on vacation.

These were among tips recently offered at a conference on worldwide media selection sponsored by *International Advertiser*.

Rosemarie Grieb, director of International Media for Foote, Cone, and Belding, Chicago, said there are many magazines and newspapers in Latin America, but most have small circulations, and few can be considered national media. Television on the other hand, reaches virtually everyone.

The importance of television is reflected in the amount of money spent to advertise on it. In Mexico and Columbia, more than 50 percent of business annual advertising expenditures are spent on television. It claims nearly 40 percent of advertising expenditures in Chile and Venezuela, and even in Brazil and Argentina, where people read more, at least a quarter of advertising expenditures go to television.

One reason, of course, is the relative youth of Latin Americans. Well over half the population is under age 30.

The problem with the emphasis on television advertising Grieb said, is that most Latin American governments require commercials to be made within their own country. She said commercials made elsewhere sometimes can be aired in Mexico, Chile, or Colombia, but Brazil and Venezuela are very restrictive on what they will allow.

Even if a country will allow an outside commercial to be shown, it may not be effective, Grieb said, because of differences in the way language and images are used.

Publication circulation figures are not always accurate in Arab countries. One way to double check circulation figures is to know the printer and find out what a publication's print run is. That often will be a more realistic figure than the one quoted by the magazine or the newspaper's ad manager, according to Ray Faville, executive vice-president of Middle East Advertising and Marketing Corp.

One way to reach the upscale market of 15 to 24 year olds in France is to use cinema, according to Gloria Langham, executive vice-president of Michael Jarvis & Partners. Because there are stringent

continued

Inside

Demographic clues to foreign investing 3
Turkey's success depends on exports 4
The Population Reference Bureau, an important source for business 12
Cumulative Index 11

limits on the amount of television time that can be purchased in France, outdoor advertising takes on new importance there. Sophisticated posters often are seen at the point of purchase, Langham said.

Advertising is essential in Asia, but the target may not be consumers, said William J. Donlin, president of International Market Resources.

"It is very important in Asia to sell the company image, to be seen as a good corporate citizen," Donlin said. The corporate image is important to government officials who are most likely to be signing contracts with a company, Donlin said, because the government official wants to believe that the company he is doing business with is one that is known and respected by the general public.

IBM, for example, placed corporate advertising in Asia for three years before it introduced its products there.

"In Asia, it is important to show how your presence will benefit the country," Donlin said. •

Around the World

Living Cost Indexes Abroad

It is less expensive for Americans to live in Sao Paulo, Brazil, Beijing, China or New Delhi, India than in Washington, D.C. according to the July round of indexes of living costs abroad, released by the U.S. Department of State.

The index cited above does not include housing and education costs.

Cities that cost about 50 percent more than Washington, D.C. to live in include Moscow, Caracas, Stockholm, Tokyo and Paris. Lagos, Nigeria was the most expensive city, listed at 169 percent of the cost of living in Washington.

The indexes of living costs abroad and housing allowances for selected foreign cities are published quarterly by the Bureau of Labor Statistics. The new subscription series includes living costs for more than 160 cities and housing allowances for about 75 cities.

U.S. Department of State "Indexes of Living Costs Abroad, Quarters Allowances and Hardship Differentials," is available from Superintendent of Documents, U.S. Government Printing Office, Washington, DC 20402. $6.50/year. Quarterly. Single copies $1.75.

Canadian Income

Nearly one-third of all Canadian families had incomes of more than $35,000 (Canadian dollars) in 1981, according to preliminary estimates by Statistics Canada.

Average family income rose by 8 percent to $29,923 in 1981, but when inflation is taken into account, there was a drop in real income of about 3.5 percent.

Average family income was highest in Alberta at $34,132, the first year that Alberta has led in family income. The top spot usually belongs to Ontario or British Columbia. The lowest average family income was in Prince Edward Island at $22,409.

The income data were taken from the Survey of Consumer Finances.

For further information, order *Income Distribution by Size in Canada, Preliminary Estimates, 1981* (13-206) or contact the Data Dissemination Unit, Consumer Income and Expenditure Division, Statistics Canada, Ottawa K1A OT6, Canada. Telephone (613) 996-5294. The publication costs $4.50 in Canada, and $5.40 elsewhere.

Spanish Labeling is Essential

Students from the United States recently learned firsthand some of the pitfalls faced by exporters during a field study in the Dominican Republic.

In a program under the auspices of the University of Pittsburgh and the International Trade Administration, the field researchers visited more than 50 different establishments selling items as diverse as hardware and canned goods. They interviewed clerks and managers and took inventories of the types of U.S. goods sold, including the manufacturer, price, and whether the product faced domestic or foreign competition.

One important finding was that some U.S. articles were mis-labeled or mis-shelved because their labels did not include Spanish instructions. Competitors from other countries such as Brazil, Spain, Italy and Taiwan labeled their products in the customer's language, the students found.

Dr. Rafael Fermoselle, counselor with the ITA's foreign commercial service in Santo Domingo said the project "can be invaluable in preparing a new generation of well qualified, experienced, aggressive, and effective international marketing experts."

Source: *Business America*, Sept. 20, 1982. Superintendent of Documents, U.S. Government Printing Office, Washington, DC 20402. $55/year. •

Corrections

On page one of the October issue, International Demographics stated that 2.1 births per woman in the U.S.S.R. is less than replacement level. Actually 2.1 births per woman is replacement level, but the total fertility rate for women in the Russian Republic (where most ethnic Russians live) is *below* that rate, and has been since the mid-1960s.

*****

The West German census will be held in 1983, not 1981 as was previously reported.

INTERNATIONAL DEMOGRAPHICS

Publisher: Peter Francese
Executive Editor: Bryant Robey
Editor: Doris Walsh
Research Director: Cheryl Russell
Art Director: Carol Terrizzi

International Demographics (ISSN 0731-5414) is published monthly by American Demographics, Inc., P.O. Box 68, Ithaca, N.Y. 14850. Telephone (607)273-6343.
© 1982 by American Demographics, Inc. All rights reserved.
Subscription rate: $148 a year.

Demographic Factors in Foreign Investment Analysis

People make markets. Any market — gold, stocks, commodities — is the sum of numerous individuals and their perceptions of future prices.

In another sense, a market is people, as any manufacturer knows. Before entering a new market, or selling a new product, the manufacturer studies the market, that is, the people in the market — the numbers, distribution and movement of people. This information affects the manufacturer's ability to sell, which products to sell, and where to sell.

No businessperson would move into a domestic or foreign market without studying such data. The private investor needs to consider demographic factors too because demographics affect every investment to a greater or lesser extent, particularly on a long-term basis. The urbanization of Latin America, reducing coffee land, will be bullish on the price of coffee on the Chicago Commodity Exchange, for example. (Other factors, of course, will be bearish at any particular time, so each factor must be weighed separately and collectively, along with short-term factors which may affect the price.) Any investment in a foreign country will be subject to demographic factors.

Timing

Perhaps the most critical factor for the successful investor is timing. No market goes up or down forever, and the successful investor is the one able to catch the moves, not necessarily the precise tops and bottoms of short-term cycles, but the broad long-term movement of different investments. From this point of view, demographics are certainly a most important factor.

Investors often bemoan the fact that they missed out on IBM in 1954, and tremendous two-decade-long booms in fast foods or computers. "It's too late now," they say.

But it's never "too late" for investment opportunities, only "too late" for the opportunity that is passed. Looking back on the 1980s and 1990s, investors of the future will see equally great opportunities that they missed.

Just as there surely will be new booming fields in the United States in the coming decade or two, so too will many of the products and services we in the U.S. now take for granted catch on in other parts of the world.

In many ways, the 1980s and 1990s in the more rapidly developing countries will be a replay of the 1950s and 1960s in the United States.

The U.S. may be awash with fast food restaurants, and certainly, in all but a few cases, the gilt may be off investments in these fields — but only in the U.S. In many parts of Latin America, for example — the fastest growing area of the world in the last decade — they are just becoming popular. A growing teenage population, more working women, more "yanqui" tourists looking for the familiar, all add up to a coming boom in fast food restaurants across Latin America.

The businessman can take advantage of this by franchising his operation in these countries, or by buying a franchise for such a country, but the passive investor can also participate by investing in local concerns which will operate and supply these establishments.

Demographics, as well as the stage of development, are the key. In much of the rapidly developing areas of the world, such as Latin America and parts of the Far East, the demographic trends mirror those of the U.S. during the 1950s and 1960s. They are opposite of the current U.S. trends.

The key factors are a rapidly growing population, particularly a youthful population, but a decline in births; growing urbanization, a growing middle class, a consumer-oriented population, and the increasing economic importance of women. This last factor is the only one that parallels what is happening in the U.S. today. In parts of the developing world the pace of change simply is much slower.

The passive investor must examine these factors in a particular country before making an investment, since they are distinctly different among countries, even in the same region. Yet the overall trends are visible and they signify booms in many products and services. For example, jeans and "smart" casual clothes (already a mature market in many developing countries), the amusement industry, telephone services, mass transport, and consumer goods and appliances all have potential in the developing world.

Take just one of the numerous products which will benefit from the shifting trends in population in the coming years: the telephone. There are almost equal numbers of telephones in New York City and Mexico, yet Mexico has eight times as many people. There is vast potential in some regions for more telephones, and with growing industrialization and growing middle classes, that potential should be fulfilled in the coming years, just as it has been in recent years in South Korea as the same demographic trends developed.

In different countries and at different times, goods may be imported or locally manufactured. The passive investor can take advantage of the growth areas by investing in manufacturers, importers and distributors, and service operations.

Will A Boom Develop?

Demographics are only one of the many factors that will affect the economics of various countries in the coming years. In some cases, other factors may prevent predictable booms from taking off. Declin-

continued on p. 10

Country Profile

Republic of Turkey

America's most recent export to Turkey is former astronaut James Irwin, who led a U.S. expedition in search of Noah's Ark atop Mount Ararat last summer.

Aside from astronauts, the United States sends Turkey industrial machinery, transportation equipment, iron and steel scrap, and coal. The U.S. ranked behind Iraq, Iran, the Federal Republic of Germany, and Libya in dollar value of imports. U.S. exports accounted for 6.6 percent of the $8.9 billion Turkish import market in 1981.

Tourism, construction, and agricultural exports are expected to be growth areas in 1983 as the government continues to encourage exports.

Turkey's diverse trading partners reflect its strategic location and dual identity. It straddles both Europe and Asia. Its largest city, Istanbul, is separated from the rest of the country by the Bosporus River, the Sea of Marmara, and the Dardenelles (which together form the Turkish Straits), placing Istanbul in Europe and the rest of the country in Asia. The fourth longest bridge in the world connects the two. Since 97 percent of Turkey's 300,000 square miles is in Asia, its population statistics are sometimes included with those of Asian countries, but also are often found with European countries.

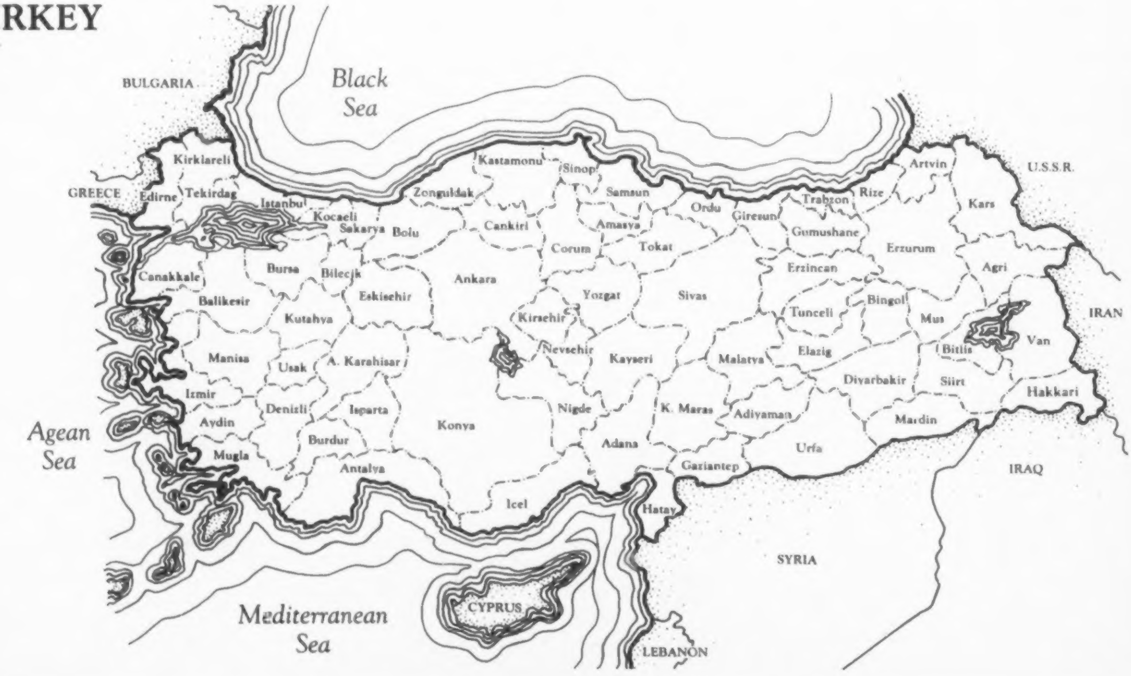
Turkey conducts a census every five years. Its last census was October 12, 1980. Preliminary results show the total population to be 44.7 million, an increase of 9 percent from the 40.8 million persons counted in 1975. The U.S. Bureau of the Census estimates that Turkey's population is 48 million this year and will be 67 million by the year 2000. The average annual rate of growth is currently 2.2 percent and is projected to decline to 1.6 percent by 1995.

The sea coasts are more densely settled than the interior. Areas around Istanbul on the Black and Marmara Seas and Izmir on the Aegean Sea have the highest population concentrations. Ankara, the inland capital established when Turkey became a republic in 1923, is a large city but has a more sparsely populated rural area than Istanbul.

Ethnicity and Religion

Turkey has existed in some form since the 12th century, when Islamic Seljuk Turks battled the Crusaders. After their demise in the 13th century, the Ottoman Turks created an empire that lasted until the republic was formed in the 20th century. Celts, Kurds, Greeks, Jews, and Armenians contribute to the present ethnic mix in Turkey. Turks are by far the largest ethnic group, forming

TURKEY


Black Sea
BULGARIA
GREECE
U.S.S.R.
IRAN
IRAQ
SYRIA
LEBANON
CYPRUS
Agean Sea
Mediterranean Sea
Kirklareli
Edirne
Tekirdag
Istanbul
Kocaeli
Sakarya
Zonguldak
Kastamonu
Sinop
Samsun
Ordu
Giresun
Trabzon
Rize
Artvin
Kars
Bolu
Cankiri
Amasya
Corum
Tokat
Gumushane
Erzurum
Agri
Canakkale
Balikesir
Bursa
Bilecik
Eskisehir
Ankara
Yozgat
Sivas
Erzincan
Tunceli
Bingol
Mus
Kutahya
Kirsehir
Nevsehir
Kayseri
Malatya
Elazig
Bitlis
Van
Manisa
Usak
A. Karahisar
Diyarbakir
Siirt
Hakkari
Izmir
Aydin
Denizli
Isparta
Konya
Nigde
K. Maras
Adiyaman
Mardin
Urfa
Mugla
Burdur
Antalya
Adana
Gaziantep
Icel
Hatay

90 percent of the population. Three million Kurds make up the largest minority group (about 7 percent of the population), and they are mainly semi-nomadic sheep herders concentrated in the eastern provinces. Fewer than 100,000 Armenians remain in Turkey, and a small number of Greeks and Jews live in Istanbul.

Almost all (98 percent) Turks and Kurds are Muslim, mostly of the Sunni sect. The government is secular and recognizes no established religion. No legal discrimination is practised against the small number of non-Islamic minorities who are Christians and Jews.

Regions and Cities

Turkey has 67 provinces. The largest, Istanbul Province, had 4.9 million residents in 1980 (11 percent of the total population). Next in size were Ankara Province with 3.2 million, Izmir with 2.0 million, Konya with 1.6 million, Adana with 1.5 million, and Bursa Province with 1.2 million residents. Konya has one of the largest land areas, but is inland and thus not densely populated. The city of Konya once was home to the mystical Islamic brotherhood called the whirling dervishes. The government abolished such groups in 1925 in an attempt to reduce Muslim influence.

The fastest growing province between 1975 and 1980 was the relatively small Hakkari, which grew from 126,000 in 1975 to 178,000 in 1980, an average annual rate of 7.0 percent. Istanbul and its neighboring Kocaeli Province, Ankara, the province in which the capital city is located, and the province of Van, bordering Iran, all grew by at least 4.0 percent per year between 1975 and 1980. Provinces which lost population were the rural areas of Cankiri, Gumushane, Kars, and Tunceli.

Turkey's population is about half urban. According to U.S. Census Bureau projections, the urban population is 24 million, or 49 percent of the total. The urban population is growing at 4 percent per year. The rural population — also 24 million in 1982 — is growing at only 0.1 percent per year. So although rural Turks still have a slight numerical advantage over the urban population, their growth rate is so much lower that the balance is expected to shift to 51 percent urban by 1984. Projections are that Turkey will be 64 percent urban by the year 2000.

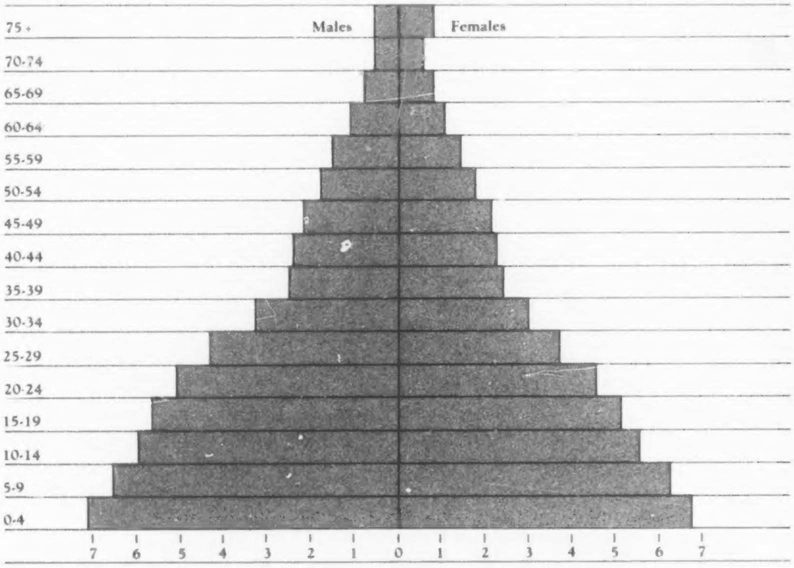
Cities in Turkey are called *sehir.* They are defined as the population within municipal boundaries of province and district centers. As few as 501 people can be called a city, although the common definition is a place with 20,000 or more population. In 1980 there were 638 cities in Turkey with a total population of 20 million. One in every five Turks lived in a city of 100,000 or more population. The five largest cities in 1980 were Istanbul with 2.8 million persons, Ankara with 2.2 million, Izmir with 754,000, Adana with 568,000, and Bursa with 466,000. The United Nations projects a population of 11 million for Istanbul by the year 2000.

The U.S. Census Bureau defines *sehir* as the urban population of Turkey and all else as the rural population. Although cities have many Western amenities, mountain villages still exhibit the pastoral and agrarian economies of a hundred

continued

Population of Turkey by Age and Sex, 1982

(in percent)



Age	*Total*	*Male*	*Female*
All ages	48,105,245	24,729,402	23,375,843
0 to 4 years	6,687,329	3,405,689	3,281,640
5 to 9 years	6,176,296	3,129,913	3,046,383
10 to 14 years	5,552,629	2,857,567	2,695,062
15 to 19 years	5,252,072	2,765,271	2,486,801
20 to 24 years	4,671,504	2,476,834	2,194,670
25 to 29 years	3,897,195	2,057,054	1,840,141
30 to 34 years	2,998,860	1,569,511	1,429,349
35 to 39 years	2,362,407	1,219,965	1,142,442
40 to 44 years	2,257,479	1,138,223	1,119,256
45 to 49 years	2,090,137	1,040,129	1,050,008
50 to 54 years	1,728,501	884,813	843,688
55 to 59 years	1,385,041	722,578	662,463
60 to 64 years	1,029,920	518,694	511,226
65 to 69 years	759,188	367,013	392,175
70 to 74 years	571,109	269,899	301,210
75 years and over	685,578	306,249	379,329

years ago. Outside the municipal boundaries of province and district centers are subdistricts and villages called *bucak* and *koy*. These can range in size from fewer than 50 people to several thousand. The presence of municipal boundaries is more important than actual population size in determining a classification as city or village. In 1980 there were 36,155 sub-districts and villages.

Age Distribution

The estimate of the birthrate for 1982 was 32 births per 1,000 population. The deathrate was estimated at 10 deaths per 1,000 population. The average annual rate of natural increase was 2.5 percent between 1975 and 1980, which was the same as the rate of population growth since there is negligible emigration from Turkey. Turkish workers often travel to other countries for employment, however. The Federal Republic of Germany, for example, recorded approximately 1.5 million Turks seeking residence in 1980. But these numbers are not currently large enough to affect Turkey's population growth rate. Migration into the country is also minimal. Approximately 61,000 immigrants arrived in Turkey in 1978, or less than one percent of the population. By 1980, that number had dropped dramatically to only 221 persons. The U.S. Census Bureau estimates that there will be no measurable international migration into or out of Turkey through the year 2000.

Mortality in Turkey is an unusual combination of relatively low adult mortality and very high infant mortality. Infant mortality was estimated at 100 deaths per 1,000 live births in 1982. The leading causes of infant deaths in Turkey are infectious diseases such as pneumonia and diarrhea. The U.S. Census Bureau estimates that life expectancy was only 59 for men and 62 for women in 1982 (vs. 70 for U.S. men and 77 for women). There has been a gradual increase in life expectancy since 1975, when it averaged 56 for men and 58 for women, but the short life spans persist due to high infant mortality, inadequate knowledge of preventive health care, and inaccessible medical facilities. There were only 822 hospitals and health centers in the country in 1979, and only one physician for every 1,700 Turks. Government policy is to deliver equal public health and preventive medical services to the entire population.

The 1980 census showed that 38 percent of the population was under age 15. Reflecting the low life expectancy, only 4 percent of the population was aged 65 and over in 1980.

Families

For most Turks, social life revolves around the family. The household is composed of kinsmen, and in some remote areas kin ties approach a tribal structure. Family loyalties override most other social obligations, and one's honor and dignity are traditionally tied to one's kinship group.

The traditional Turkish extended family consists of a man, his wife, his single and married sons and their wives and children, his unmarried daughters, and possibly a divorced or widowed relative. Despite the value placed on such family ties, only a small minority of Turks can afford to live in such a household. Most men do not have the wealth necessary to support such a lifestyle, particularly in rural areas where land is limited by inheritance rules.

In the traditional household, the husband's authority is greater than the wife's. Traditional sex roles determine behavior outside the home as well, much more so than in Western cultures. Turkish women often are segregated from the male mainstream of society.

The minimum legal age at marriage was 17 for men and 15 for women in 1975. Marriages are recognized by the government only if they have been performed through a civil (not religious) ceremony. Approximately three-quarters of all men are married by age 26 (by age 22 for women). In 1979, there was about one divorce for every eleven marriages in Turkey. "Incompatibility" (*gecimsizlik*) accounted for approximately 85 percent of the divorces that occurred in 1979. One-half of all divorces took place among couples without children.

The total fertility rate, or the average number of children born per woman, was 5.2 in 1975. The rate was slightly lower in urban areas (4.4 children per woman) and somewhat higher in rural areas (5.8 children per woman). Poor health conditions and the lack of medical service in rural areas account for the death of an average of two children per rural married woman aged 45 to 49.

Households

A household in Turkey is defined as one person or a group of persons with or without a family relationship who live in the same house or in the same part of a house, who share their meals, earnings, and expenditures, who take part in the management of the household, and who render services to the household. In 1975, the latest year for which data on households are available, there were 7.1 million households in Turkey, up from 6.3 million in 1970. While the number of households grew between 1970 and 1975, average household size declined from 5.4 persons per household to 5.1 persons per household. Rural households included about one more person than urban households. Unlike in the U.S., where single-person households form one-quarter of all households, fewer than 4 percent of Turkish households consisted of only one person. One-third of all households included seven or more persons. Fifty percent of the population lived in households of seven or more persons.

Housing

In 1980, 139,000 dwelling units were built in urban areas, according to occupancy permits recorded with the State Institute of Statistics. One-quarter of these permits were registered in the three major cities of Istanbul, Ankara, and Izmir.

A dwelling unit is a separate and independent enclosure used for residence by a single person, a family or a group of persons, having a covered roof and separate access to a street, corridor, or a public thoroughfare. Dwelling units can be in either houses (*ev*) or apartment buildings (*apartman*). A house is a building intended for residential use with one or two dwelling units, regardless of the number of stories. An apartment building includes three or more dwelling units, regardless of the number of stories.

George Sheldon

The number of new houses built in urban areas increased from 25,000 in 1976 to 31,000 in 1980; the number of new apartment buildings rose from 77,000 to 108,000 during the same period. Thus, apartment buildings are being constructed at a faster rate than houses (an increase of 41 percent vs. 23 percent). Apartment buildings currently account for three-quarters of the permanent housing stock being built in Turkish cities. All of these new dwelling units are reported to have piped water, electricity, and sewerage. The presence of complete kitchen facilities and bathrooms also are reported for all units. Central heat is used in only a small proportion of all units. Fifty-five percent of the new dwelling units constructed in 1980 had four or more rooms.

These statistics do not include the large number of shanties that have sprung up in the wake of extensive rural to urban migration. For example, unofficial estimates are that one-half of Ankara's population lives in shantytowns on the steep slopes surrounding the city. An unwritten law allows squatter shacks to flourish quickly: once a man puts a roof on four walls, he has claim to a home from which he cannot be evicted. With this knowledge, a peasant arriving from the countryside locates a piece of vacant land in a squatter village and erects the walls. Then with the help of friends or family already in the area, he puts the roof on overnight. These houses are called "*gecekondu*" — literally, "built overnight." Most of them lack electricity and the occupants buy water that is sold from cans on donkeys' backs. According to the United Nations, 65 percent of the population of Ankara lives in gecekondus; 45 percent of Istanbul's and 35 percent of Izmir's population lives in these homes.

A more accurate picture of the entire housing stock is reflected in data for households from the 1975 census. At that time, 57 percent of households had electricity, half of all households had running water, slightly less than one-half had private bathrooms, and about 60 percent had kitchens. In Istanbul, it is not unusual for the first floor of an apartment house to get water at 11:00 A.M., and the fourth floor at 1:30 P.M., before it is turned off at 9:30 P.M. Households often must collect their water at night for use the next day. Primary heating fuels are wood and coal. Eighty percent of households do not pay rent, reflecting some form of ownership or squatter status for the majority of the population.

Literacy and Education

"It is schoolmasters, and they alone, who can save the people." So said Mustaf Kemal, called Ataturk, (Father of the Turks), the leader who brought Turkey into the modern world. He also admonished Turks to cherish their culture, but to take from the West what is necessary for progress: "Admit science and new ideas into your lives. If you do not, they will devour you." Ataturk's success can be measured by the steady rise of literacy from 32 percent of the population in 1950 to 67 percent in 1980. About 79 percent of men are literate, compared to only about 53 percent of women.

The primary languages are Turkish, Kurdish, and Arabic. Over 90 percent of the population claims Turkish as their mother tongue. Ataturk was responsible for converting written Turkish from Arabic to Latin in 1928, which simplified the language and helped improve levels of literacy.

The Turkish educational system is composed of four parts: primary, secondary, higher education, and extended adult education. Primary education is the basic training lasting five years for all children between the ages of 6 and 14. Rural schools stress agricultural and handicraft skills. Approximately 95 percent of children aged 6 to 14 attend primary school. In 1980, 45 percent of the population aged 11 and over had completed a primary education.

Secondary education is intended to train people in professional and vocational fields to meet the country's labor force demands. It is divided into general education and vocational-technical education. General secondary education is a six-year program with two successive levels of junior high and high school. Four-year night high schools were opened in 1960 for people who could not attend school during the day.

Secondary vocational-technical training varies from two to six years in length, depending on the program. It is comprised of schools for each of the following major fields: men's technical training; girls' domestic science; teacher training; health; commerce and tourism; agriculture; Moslem religious teacher

continued

training; finance; police training; and conservatories for the fine arts.

Institutions of higher learning include academically autonomous universities and schools which provide training not available in universities. Fields of study include educational sciences; humanities; fine arts; law; social sciences; math and natural sciences; medical science; engineering; and agriculture. The country's commitment to greater educational access for its people is reflected in the fact that one-half of all graduates in 1978-79 took degrees in educational science.

In 1978-79, there were 65,000 graduates from universities and special schools. Although Ataturk declared that "the road of progress must be trodden by both sexes," there are still proportionately fewer female than male university graduates. In 1980, only 162,500 women had more than a high school education while 545,500 men were found to have attained a higher degree.

Labor Force and Income.

Turkey's labor force includes about 19 million people, not counting Turks employed abroad and those in the military. Fifty-five percent work in agriculture and 10.7 percent are in manufacturing. Wholesale and retail trade, transport, storage and communication, and community social and personal services form the next largest occupational categories (22 percent of the labor force).

The economically active population consists of persons aged 12 and over who, during the week preceding the census, worked to earn income in money or in kind; had a job but did not work because of illness, leave, etc., or were seeking work. Unemployed persons looking for work are included among the economically active. Persons economically inactive include retirees, students, housewives, and the disabled.

Until recently the excess labor force was encouraged to emigrate to look for work. An estimated one million Turkish workers currently are employed outside Turkey, many of them in Western Europe, but in recent years, movement to Europe has almost halted, and more workers have gone to Saudi Arabia and Libya. Exporting labor is not considered a viable long-term solution to Turkey's problems. One advantage is that Turkey's labor force has learned new skills and gained experience in factory work in northern Europe and the Middle East. Their travels have also encouraged them to be entrepreneurs and be receptive to new types of jobs.

Average daily wages in 1980 were 427 Turkish lira (equivalent of about $4.75 in U.S. dollars, at an exchange rate of 90.1 Turkish lira per dollar). Wages were highest in tobacco manufacturing (616 Turkish lira per day) and lowest in furniture manufacturing and personal service occupations (290 TL per day). Agricultural workers who were not unpaid family members averaged 376 TL per day. The regular work week consists of 48 hours, with paid annual leave of 12 to 24 days.

In 1980, 62 percent of the population aged 12 and over were economically active. Estimates are that the number of unemployed and underemployed may be 5 or 6 million persons. These numbers have grown as the job market remains stagnant and rural to urban migration increases. Another part of the unemployment problem arises from the large proportion of workers in agriculture. More than half the labor force is employed in farming and related jobs, and there is little work available between harvesting one crop and planting the next. Almost 70 percent of those in agriculture are unpaid family workers. Eighty-five percent of working women are unpaid family workers.

Per capita GNP was the equivalent of about $1,460 in 1980, according to the World Bank.

Transportation, Communications, and Consumption

In 1980, there were 711,000 automobiles and 134,000 motorcycles in use in Turkey. After World War II, the mileage of surfaced roads more than doubled. Sixty thousand kilometers of major, highways crisscross the country, about 90 percent of which are paved. All principal cities are connected by well-maintained roads, but much of the rural area does not have surfaced roads and cars are impractical in some areas.

Telephones are in short supply. The system is inadequate to the demand, and it sometimes takes several minutes to get a dial tone. The 16 cities which had about 20 percent of the total population in 1981 had nearly 70 percent of the telephones.

Radio and television stations are operated under government supervision. Radio broadcasting is provided by 26 stations covering almost 95 percent of the population. Television operates as a one-channel program broadcast from Ankara, and is transmitted to 60 percent of the country, or about 80 percent of the population. Urban households are more likely than rural households to own a television. The State Planning Organization is expected to make a decision soon on the adoption of color television. Commercial sponsors for television programs are prohibited, although radio and television accept advertising during specified time periods. Public attendance at movies is high, and intermissions often are used for advertising.

In 1976, 400 daily newspapers were published in Turkey, with a circulation of 1.5 million. The major Istanbul and Ankara newspapers with circulations of 100,000 to 500,000 are distributed throughout the country. Among the leading newspapers are *Hurriyet*, *Milliyet*, *Tercuman*, and *Cumhuriyet*, published in Istanbul.

Sources of Information

Data from the 1980 one percent sample of the Turkish census are now available at the U.S. Census Bureau. The bureau also has compiled a 496 page report titled, *Detailed Statistics on the Urban and Rural Population of Turkey: 1950 to 2000*, (dated February, 1982). Questions about the report can be directed to co-authors James Spitler (301-763-5577) or Michael Roof (301-763-2834). Another U.S. census publication is the Country Demographic Profile on Turkey written by Peter Way and published in 1980. It can be ordered from the U.S. GPO (No. ISP-DP-25).

The U.S. Department of Commerce published an Overseas Business Report titled "Marketing in Turkey" in October, 1979. It can be ordered for $1.25 from the U.S. GPO (No. OBR79-33) or from the Publications Sales Branch, Room 1617, U.S. Department of Commerce, Washington, DC 20230. The Commerce Department's desk officer for Turkey can be reached at (202) 377-2434.

The most recent Foreign Economic Trends analysis from the Department of Commerce is available from the same address for $1.50 (No. FET 82-060).

The Department of State's series of Background Notes includes a profile of Turkey dated September, 1979. This six-page summary can be ordered for 75¢ from the U.S. GPO as Department of State Publication No. 7850.

Also available from the U.S. GPO is the country study of Turkey conducted by the Foreign Area Studies staff at American University. Research for the report was completed in July, 1979; the book was published in 1980 (edited by Richard Nyrop), stock number 008-020-00832-0, $11.00. This 370 page volume contains chapters on the history, society, economy, government, and politics of Turkey.

The Turkish State Institute of Statistics publishes an annual statistical yearbook, the most recent of which is for 1981 (Publication No. 960). There is also a statistical pocket book for 1980 (Publication No. 930). Both can be purchased from the Printing Division of the Institute in Ankara. The address is:

State Institute of Statistics
Necati Bey Caddesi
114 Ankara
Turkey

Turkey is one of the nations in the Organization for Economic Cooperation and Development (OECP) so statistical publications of that organization (see May 1982 International Demographics) are often useful. The U.S. address for OECD is 1750 Pennsylvania Avenue, N.W., Washington, DC 20006. •

—Daphne Spain

Publications

La Population de la France Des Annees 80 by Michel Louis Levy, Paris: Hatier, 1982. 79 pp. (French only.)

France was the first nation to see its birth rate drop to replacement level and below. It was also the first to recognize the ensuing problems of decline and to develop public policy to encourage a more or less steady birth rate at replacement level.

In this book, Michel Louis Levy, head of publications for the National Institute of Demographic Studies, outlines France's demographic history, explains the country's current demographics, and makes projections for the future. He looks at birth and death rates, marriage, migration, and women's occupations.

Levy reflects the concern of French policy makers that the postwar birth rate should be sustained, or even slightly increased to 2.3 or 2.5 children, the actual rate between 1969 and 1973. Decades of coping with an "aging" population and concern for the solvency of the social security system have led France to its pro-natalist policy.

The most populous nation in Europe in the early 1800s, France's birth rate declined for 100 years. From 1919 to 1939, there was scarcely any growth, even with liberal immigration and naturalization policies. To meet the challenges of increasing the birth rate, France turned in 1939 to legislating economic incentives for childbearing, including subsidies.

These policies undoubtedly contributed to the post-war baby boom, but Levy says provisions tailored to the typical 1939 family, with its nonworking wife, are outdated and need to be revised for the new majority.

Since 1981, over half of all French women have been working outside the home, and a decision to have a first child or an additional child is weighed against the wife's salary. In the 1970s France made contraception and abortion legal so that most women now make an explicit decision about a family and its size. It may be in the country's interest for women to choose to add a child, but it is also in the country's interest to keep women working; the modern French economy depends on it. The answer is to overhaul the system of taxes and benefits, and to offer flexibility in the work place so that women can manage both a job and a family, says Levy.

He proposes two ideas that have also been discussed in the U.S.: Joint municipal and employer provision of high quality, economical child care, and the use of improved communications technology to decentralize and disperse the work place so that women can work nearer their children. But he omits other options such as more flextime, part-time and shared positions, more favorable maternity leave policies which protect seniority and benefits, and more sharing of household responsibilities by fathers. Levy believes nationally-provided child care and direct payments to families, advocated by the political left and right respectively, are too costly to be adopted, however desirable.

Levy thinks that the "Easterlin effect" (where a relatively large age-cohort encounters more job competition, feels less secure economically as a result, and so opts for fewer children) accounts for a dip in fertility starting in the mid 1960s, when baby-boom children came of age. If Easterlin's theory that baby boom echoes baby bust is correct, the 1980s should be a favorable decade for an increase in fertility. But an increase will also depend on the economic climate and a social attitude more favorable to children.

If French society designs housing, city services, cars, hotels, restaurants and campgrounds with children in mind, if children get a better image in the media, if econ-

continued

omics favor them, children could be "a la mode" in the 1980s. Levy says that the 1970s were hostile to children in these respects.

The large-scale entrance of women into the work force has been the major demographic change of the late 20th century, and Levy considers that women are there to stay. The typical French woman is an office worker; her husband is more likely to be a blue-collar worker. Though the first baccalaureate degree awarded to a French woman was in 1861, today more women than men receive this degree, equivalent to the second year of college in the U.S. The degree opens access to office jobs. In every field, however, women still cluster in the lower status jobs, while men predominate at the higher levels.

In past decades the most striking feature of urban migration in France was metropolitan Paris—which swelled to 8.5 million, one-sixth of the French population. By 1975, this movement had slowed and towns under 100,000 were expanding the fastest. The agricultural and rural population continues to dwindle except for some "reurbanization." Center cities still are losing population, and suburbs are gaining.

Immigration to France was halted except for citizens of the European Community and refugees from Eastern Europe and Southeast Asia, which account for 60,000 immigrants and 30,000 naturalizations annually. The makeup of today's immigrant population is: Portuguese, 22 percent; Algerian, 21 percent; Spanish, 15 percent; Italian, 13 percent; Moroccan, 8 percent, Tunisian, 4 percent; black African, 2.3 percent.

Levy comments on the rise in births to unwed parents "who have not felt the need to stop by city hall," and on the modern citizens' expectation of a longer life and an earlier retirement age—a situation that French society will be unable to support much longer because of the growing imbalance of workers to retirees.

With some variations due to its unique history, France's demographic position today corresponds to that of other Western European countries and the United States. Levy's book, therefore, contains some lessons for all developed countries.

—Susan Robey

Index to International Public Opinion, 1980-81, Ed. by Elizabeth Hann Hastings and Philip K. Hastings, Westport, Ct.: Greenwood Press, 1982, 557 pp., $75.

A 1980 survey in Great Britain found that 40 percent of the respondents read books after they go to bed and only 10 percent watch television.

In 1980 Japanese respondents were asked whether advertisements in newspapers affected their buying habits for certain goods and services. The responses show that the advertisements that influenced people the most were for foods and beverages, books, department stores and supermarkets, travel, movies, clothes, and electrical appliances. Men were more influenced by ads for such products as automobiles and property, while women were twice as likely as men to be influenced by ads for such things as food, supermarkets, and clothes.

These are just two of the surveys reported in this annual volume which includes both single nation and multinational surveys on 24 topics ranging from business and industry, to recreation and entertainment, status and roles, government and the environment.

From this volume you can learn that of those surveyed in Brazil, men between the ages of 30 and 39 are most likely to spend their free time relaxing at home or taking one day trips to fish, hike or picnic, while men under 30 are slightly more likely than the older group to participate in team sports or attend a sporting event.

Sample Surveys of Current Interest. English. Statistical Papers, Series C, No. 15. 394 pp. UN Sales No. E.82.XVII.9. $US 20.00.

Fourteenth report in this series. The report describes or lists 465 surveys carried out in 59 countries or areas. An annex classifies surveys by subject. •

Foreign Investment/*cont. from p. 3*

ing prices for traditional exports, and a lack of diversification in the local economies, combined with a rapidly growing population, may keep per capita income down and with it the income available for consumer spending.

Other factors also may negate the profits from the growth areas. A tremendous boom may develop in country A in kitchen appliances, for example, leading to great profits for country B, the leading manufacturer and distributor of these products. Dividends are high and the stock rises rapidly. But the foreign investor does not profit. Why? Perhaps because of rules limiting foreign investment in local companies. Or perhaps because the currency of country A declines to the same degree as the stock appreciates. The local investor is happy with his profits, but the foreign investor ends up with no more dollars than he started with.

So demographics are only one factor that must concern the investor. Demographic changes are long-term in nature, so demographic information will not produce an overnight fortune.

But for the long-term investor it is important that all, or most, of the different factors be pointing in the same direction. There might be some ups and downs, but if all the trends are pointing up, the opportunity for long-term profit is much greater. Certainly, the investor who ignores demographic data is missing an important factor that fundamentally changes the economy and the truly spectacular investment opportunities that come from such fundamental changes. The investor does so at his peril. •

—Adrian Day

Adrian Day is the editor of the International Investment Letter *(1300 N. 17th St., Suite 1660, Arlington, VA 22209, $147) and author of* Investing Without Borders *(Alexandria House Books, 294 pp., same address, $19.95). In* Investing Without Borders, *Day examines stocks, banking, bonds, real estate and other investments in scores of countries, providing background information along with specific advice on the boom areas for the 1980s.*

1982 Cumulative Index

Indexes all articles and major book reviews (*) appearing this year. When searching under region or continent, the user should also consult individual country entries. "International" has been assumed for main subject headings unless otherwise qualified.

Advertising media, selection, D/1
Africa:
  family planning, Jl/2
  government perception of population growth, Jl/2;
Africa, Sub-Saharan:
  demographic characteristics, My/10*;
  development, My/10*
Africa, West:
  attitude surveys, O/10*;
  households, O/10*
Age data:
  age heaping, Jl/3, 9;
  sources of error, Jl/3, 9
Agricultural labor force, Ap/12
Asia:
  age distribution, O/2;
  rural-urban migration, O/2
Association of South East Asian Nations (ASEAN), Jl/8
Australia:
  Census (1981), My/9;
  population, Ap/2;
  population density, Ap/2;
  urban density, Ap/2

Belize, Jl/2
Brazil:
  age distribution, My/5;
  consumer attitudes, My/8;
  consumption, My/7–8;
  data sources, My/8;
  education, My/6–7;
  ethnic groups, My/5; N/2;
  health services, My/7;
  households, My/6;
  housing, My/6;
  income, My/7;
  labor force, My/7;
  population distribution, My/4–5
Bureau of Labor Statistics (U.S.)
  international labor statistics, Jl/10;
  living costs, by city, Jl/10;
  international productivity statistics, Jl/10
Business International Corporation (firm), S/11

C.A.C.I. (firm), S/10
Cambodian baby boom, My/2
Canada:
  age distribution, J3/5, 7;
  appliances, My/9;
  census subdivisions, S/9;
  cities, Je/6;
  consumption, Je/8;
  data sources, Je/8, 11;
  education, Je/7;
  ethnic groups, Je/4–5;
  families, Je/7;
  family income, D/2;
  farm size, S/10;
  housing, Je/7;
  households, My/9; Je, 6–7;
  immigration, Je/4–5;
  income, Je/8; S/9;
  labor force, Je/7; S/9;
  languages, Je/9;
  population projections, Jl/11;
  product labelling, Je/4;
  provinces, Je/6; S/9;
  women in labor force, Je/7–8;
  urban-rural population, Je/5;
Caribbean countries, Je/12
  demographic characteristics, Je/12;
  population, Je/12
Census Bureau (U.S.):
  computer software for developing countries, My/1;
  international divisions, Ap/10; N/2;
  international statistics, N/2;
  microcomputer technology, N/2;
  publications, A/10; N/2;
  Spanish-language program, N/2;
  technical assistance to developing countries, My/1
Census questionnaires, My/9
Censuses:
  bibliography, Ag/9*;
  country histories, Ag/9;
  recent (checklist), Ap/9
Childbearing incentives:
  Soviet Union, O/2;
  West Germany, O/3
China:
  Census (1982), Ap/2; My/9;
  status of demography, Ap/2;
  superstitions in marketing, Ap/11
Cities (25 largest):
  population, S/12;
  projections, S/12;
  rank, S/12
Computerized data files, N/2
Construction statistics, Je/9
Corporate advertising, D/2
Country rankings:
  agricultural labor force, Ap/12;
  fertility, Ap/12;
  growth rate, Ap/12;
  population, Ap/12;
  urbanization, Ap/12

Demographic data firms, S/10-11
Demographic transition, O/3, 11
Denmark:
  marriage, O/2;
  unmarried couples, O/2
Developing countries:
  Census Bureau (U.S.) statistics, Ap/10;
  computer market, My/1-2;
  indicators of development, Ap/12;
  market strategies, Ap/1–2;
  role of private enterprise, Ag/2;
  supermarkets, Ap/2
Direct mail advertising:
  limitations, O/9;
  regulations, O/8–9

Economic development, country comparisons, S/1
Elderly:
  cultural attitudes toward, Ap/11;
  growth rate by region, Ap/11
Employment, export-related, Ap/9, 11
Energy statistics, Ag/9*
Europe:
  baby boom, Jl/2;
  housing, Jl/2;
  television viewing, Ag/2
European Community:
  data collection, My/12, 11
  publications, My/12, 11

Family size preference, Je/9*; S/2; D/11*
Fertility:
  by continent, Je/9*;
  correlation with women's status, My/3;
  countries over 10 million, Ap/12;
  governmental policy, effects on, My/11;
  influence of workplace, S/2;
  interpretation, My/3
Foreign advisors:
  cultural constraints, S/3;
  personal skills, S/3, 8;
  personnel problems, S/3
Foreign Demographic Analysis Division (FDAD), Ap/10
Foreign investment:
  demographic factors, D/3, 11;
  non-demographic factors, D/11;
  timing, D/3
Fox, Robert (interview), Je/3, 11
France:
  birth rate, D/9*;
  childbearing policies, D/9*;
  demographic history, D/9*;
  immigration, D/10*;
  rural-urban migration, D/10*;
  women in labor force, D/9–10
Futures Group (firm), S/10

Gabon:
  imports, S/2;
  income, S/2
Gale Research, Inc. (firm), Ag/12, 11
Germany, West:
  childbearing incentives, O/3;
  fertility rate; O/3;
  population projections O/3
Gilbert Islands, My/9

Hispanics (U.S.), marketing to, Ag/11
Households, countries over 10 million, O/12
Hungary:
  age distribution, Ag/5–6;
  cities, Ag/4–5;
  consumption, Ag/8;
  data sources, Ag/10–11;
  divorce rate, Ag/4;
  education, Ag/7;
  families, Ag/6;
  "goulash socialism", Ag/4;
  households, Ag/6;
  housing, Ag/6–7;
  imports from U.S., Ag/4;
  income, Ag/8;
  industrialization, Ag/8;
  labor force, Ag/7;
  leisure, Ag/8, 10;
  population, Ag/4–5;
  population growth, Ag/4;
  regions, Ag/4–5;
  tourism, Ag/4;
  urbanization, Ag/5–6;
  women in labor force, Ag/7
Income, O/10
India:
  demographic statistics, Ag/9*; O/11*;
  green revolution, Jl/12;
  industrialization, Jl/12;
  middle class, Ag/10;
  population, O/11*;
  urbanization, Jl/12
International Demographic Data Center, Ap/10

Japan:
  age distribution, Jl/2;
  baby boom, N/3, 10–11;
  cities, N/4–6, 9;
  consumer attitudes, Jl/11*; N/1, 3–5, 8, 10;
  consumer finance, N/11;
  cultural characteristics, Ag/9*;
  demographic characteristics, N/5;
  demographic data sources, N/10;
  education, N/7;
  emigration, N/2;
  food consumption, O/2;
  geographic divisions, N/4, 9
  housing, N/6–7;
  households, N/6;
  income, N/8;
  kitchens, marketing of, My/2;
  labor force, Jl/2; N/7–8;
  leisure, N/8, 10;
  management techniques, Ag/9*;
  market penetration, N/1, 4;
  middle class, Ag/3, 10; N/4;
  migration patterns, My/2;
  regional markets, N/11;
  social trends, My/10;
  urbanization, N/5–6;
  women, Jl/11; N/4–5, 10–11
Japan External Trade Organization (JETRO), N/1, 4, 7, 10
Job-sharing, Je/2
Johnson (S.C.) & Son, Inc. (firm), Je/2

Kenya:
  age distribution, S/5;
  cities, S/4;
  communication, S/8;
  data sources, S/8;
  education, S/6–7;
  ethnic groups, S/4;
  fertility, S/4–5;
  health services, S/6;
  housing, S/5–6;
  income, S/7;
  labor force, S/7;
  literacy, S/6;
  migration, S/5;
  political conditions, S/6;
  population, S/4, 6
  provinces, S/4–5,
  tourism, S/4;
  transportation, S/7
  urban-rural population, S/4
Korea, Republic of:
  age distribution, Ap/4;
  communications, Ap/7;
  consumer attitudes, Ap/8;
  consumption expenditures, Ap/8;
  data sources, Ap/8;
  education, Ap/7;
  households, Ap/4–5;
  income, Ap/7;
  labor force, Ap/7;
  population distribution, Ap/5–6

Labeling (See Product labeling)
Latin America:
  application of marketing techniques to U.S., Ag/11;
  fertility, My/3, Je/3, 11;
  labor force, Je/3, 11;
  political destabilization, Je/3, 11;
  population, Je/3, 11;
  population projections, Je/3, 11;
  women in labor force, My/3;
  urbanization, Je/3, 11
Liberia:
  age distribution, S/9;
  cities, S/9;
  data sources, S/9;
  fertility, S/9;
  population, S/9
Living costs, D/3

Marketing, O/10*
  direct-mail advertising, O/8–9;
  product labeling, Je/4; D/2;
  product simplification, Je/2;
  service industries, Je/1;
  test marketing, Je/2
Mexico:
  age distribution, O/4–5;
  census (1980), Ap/9;
  cities, O/5–6;
  consumption, O/7–8;
  data sources; O/8;
  economic prospects, O/8;
  education, O/6–7;
  emigration, O/4;
  fertility, O/4;
  housing, O/6;
  households, O/6;
  imports from U.S., O/4;
  income, O/7;
  labor force, O/7;
  languages, O/6–7;
  literacy, O/6–7;
  population growth, O/4–5;
  regions, O/5;
  urbanization, O/6
Middle class:
  definition, Ag/3;
  India, Ag/10;
  indicators, Ag/10;
  Japan, Ag/3, 10;
  Persian Gulf states, Ag/10;
  population, Ag/3;
  regional variations, Ag/3;
  shared characteristics, Ag/3;
  targeting, Ag/3
Military expenditures, Je/9*

Netherlands, Je/2
New Zealand:
  age distribution, S/10;
  birth rate, S/10;
  data sources, S/10;
  immigration, S/10;
  population, S/10

Organization for Economic Cooperation & Development (OECD);
  data collection, My/12;
  publications, My/12

Papua New Guinea:
  breweries, Ag/2;
  marketing tactics, Ag/2
Persian Gulf States:
  Indian communities, Ag/10;
  middle class, Ag/10
Political intelligence:
  definition, Ap/3;
  information gathering & assessment, Ap/3
Population:
  countries over 10 million, Ap/12;
  world, Je/2
Population growth:
  countries over 10 million, Ap/12;
  effects of technology, Ap/11*;
  effects on economic development, Ag/11;
  governmental perceptions, Ag/11;
  governmental policy, Ag/11;
  projections, Ap/11*
Predicasts (firm), S/11
Probe International (firm), Ap/3
Product labelling, Je/4; D/2
Public opinion, D/10*

Research International (firm), S/11
Research Publications, Inc. (firm), S/11
Russia (See Soviet Union)

Service industries, marketing of, Je/1
Social expenditures, Je/9*
Social insurance programs, My/11*
SRI International (firm), S/10–11
Singapore:
  age distribution, Jl/5–6;
  census divisions, Jl/4–5;
  communications, Jl/7;
  data sources, Jl/9;
  education, Jl/7;
  ethnic groups, Jl/5;
  fertility, Jl/6;
  foreign trade, Jl/4, 8–9;
  geographic distribution, Jl/5;
  households, Jl/6;
  housing, Jl/6;
  imports from U.S., Jl/8;
  income, Jl/6–7;
  Japanese economic model, Jl/8;
  labor force, Jl/7–8;
  languages, Jl/7;
  literacy, Jl/7;
  population, Jl/4–5;
  religious groups, Jl/5;
  urbanization, Jl/4;
  value systems, Jl/8
Soviet Union:
  age distribution, O/1;
  censal periods, Ap/9;
  childbearing incentives, O/2;
  Census (1979), A/9;
  census quality, A/9;
  death rate, O/2;
  ethnic groups, O/1;
  exports, Ag/1;
  fertility, O/1;
  foreign trade dependance, Ag/1–2;
  imports, Ag/1–2
Statistical directories and indexes, Ag/12, 11
Supermarkets, Ap/2
Syria:
  fertility, Jl/12;
  households, Jl/12;
  population, Jl/12

Total fertility rate (TFR), My/3, O/3
Transportation:
  effects on business, Jl/1;
  traffic control, Jl/1–2
Travel advertising, Ap/2
Turkey:
  cities, D/5;
  communication, D/8;
  data sources, D/8–9;
  demographic characteristics, D/6;
  education, D/7;
  ethnic groups, D/4–5;
  exports, D/4;
  families, D/6;
  fertility, D/6;
  housing, D/6–7;
  households, D/6;
  imports from U.S., D/4;
  income, D/8;
  literacy, D/7;
  migration, D/6;
  regions, D/5;
  religious groups, D/4–5;
  transportation, D/8;
  urban-rural population, D/5, 7

United Nations:
  demographic data collection, Je/10;
  demographic publications, Je/10–11;
  Population Division, Je/10–11
United Nations Fund for Population Activities (UNFPA), Je/10–11
Urbanization (countries over 10 million), Ap/12

Whipple's index, Jl/3, 9
Women:
  data sources, My/3, 11;
  education, My/11;
  employment, My/11;
  social status, My/3, 11
World Fertility Survey, My/11; Je/9; S/2

Sources

The Population Reference Bureau

If you need demographic research but you're not ready to devote significant resources to it, a $100 institutional membership in the Population Reference Bureau (PRB) can be an inexpensive solution.

Founded in 1929, the PRB is the oldest private educational and research organization in the population field. Its work is based on the assumption that population change can cause problems, whether it's the rate of population growth in Zimbabwe or the pace of immigration into the United States. The PRB's goal is to supply facts with which individuals, groups, or governments can tackle these problems.

In its research and publications, the PRB casts one eye on demographic trends and their implications for the United States, the other on what is happening abroad. Half the annual *Population Bulletins* analyze American demographic trends, the other half world trends. This year's *Bulletins* included readable, concise, and thorough reports on population trends in the Soviet Union and on global childbearing. Next month a new *Bulletin, China: Demographic Billionaire*, will appear. Population Bulletins are sent automatically to members; nonmembers can order them for $3.00 each.

The PRB's regularly updated *Population Handbook* is a justly popular introduction to the basics of demographic analysis. In addition to the American edition, the PRB offers "international English," Spanish, French, Arabic, and Thai editions—available for $4.00 each.

Unquestionably the best buy among international demographic data sources is the PRB's annual World Population Data Sheet, now in its twentieth year of publication. Only $1.00—less for multiple orders—buys a colored 18½ inch by 24½ inch wall chart showing the current population, birth rate, death rate, life expectancy, and GNP per capita for all but the smallest countries, handily summarized by region, continent, and degree of development.

Along with data on population size and trends, the chart contains data that demographers value as indicators of a change in the direction of those trends: the proportion of the population that is urban, the proportion of the labor force engaged in agriculture, and the number of years it would take the population to double at the rate it currently is growing.

The information packed into this chart is so abundant that a reasonably clever researcher can mine it for a dozen factfilled reports or speeches without repeating a single topic. The PRB garners the information from the major sources of international data—the United Nations, the U.S. Census Bureau, and the World Bank—as well as from government reports, special studies and surveys, and communications with knowledgeable demographers and statisticians.

As anyone who has ever worked with international data knows, the PRB's work in reconciling numbers from sources that have different definitions, time frames, and statistical standards and practices makes this compilation the *ne plus ultra* of the field.

PRB membership also includes the bimonthly international population newsmagazine, INTERCOM. INTERCOM articles summarize new demographic research and report on population policies, trends, and data gathering around the world. A recent issue compared developing countries according to how many children the average couple wants, and appraised demographic trends in the Soviet Union.

You don't have to be a member to use the PRB's library, whether by mail, telephone, or visit. The PRB is enhancing its collection of demographic literature with on-line bibliographic searches of the two major population data bases: POPLINE, which primarily covers the biomedical aspects of population studies but also includes Population Index, the definitive population bibliography, and POPULATION BIBLIOGRAPHY, which emphasizes the socioeconomic aspects of population research. A small fee is levied to cover the cost of a search.

In an effort to expand its financial base—until now made up of membership donations—the PRB is capitalizing on its expertise and connections by establishing a Demographic Information Services Center (DISC).

DISC director Leon F. Bouvier says his group will respond to requests for information that go beyond the PRB librarians' resources and involve some calculations or research. Typical requests involve estimates or projections of the population by age for particular geographic areas of particular markets. Fees are based on the amount of work involved.

The PRB is as actively involved in education as it is in providing information. A separate department develops teaching tools for population topics like immigration trends and world population growth. Slides and wall charts illustrate population density in selected countries, world energy production and consumption, the growth of world urban centers and other current concerns. Many of the tools listed on the current Publications Order form could be as useful in a conference or board room as they are in a classroom.

The PRB works with the Population Resource Center to prepare briefings on current demographic issues for legislators and other policy makers. Copies of the executive summaries can be purchased and are listed on the publications order form. Most deal with population trends in the United States, but some touch on international trends too. To get the order form and membership information, write or call the Population Reference Bureau, Inc., 1337 Connecticut Avenue N.W., Washington, DC 20036; (202) 785-4664. •

—Martha Farnsworth Riche

C0200-1 1/10/83

INTERNATIONAL DEMOGRAPHICS™

Vol. 2, No. 1 January 1983

Carol Terrizzi

China Watchers Will Feast on Census Information

China's urban population is larger than U.S. experts had predicted. This was one unexpected finding from the preliminary results of the 1982 census in the People's Republic of China. Experts estimated an urban population of 139 million; instead 207 million urban residents were counted by the census.

John S. Aird, the U.S. Census Bureau's China expert, told a recent Census Table hosted by bureau director Bruce Chapman, that the Chinese have changed their definition of "urban," but they haven't yet explained how. In 1964, under the old definition, the census found the urban population to be 14 percent of the total population. The 1982 census put it at 21 percent.

The increase is not as great as it seems because the Chinese revised their 1964 figure upward when they released their 1982 data. Half the increase in urban population is, therefore, due to the change in definition.

A second surprise in the preliminary results was the increase in the proportion of males to females. The ratio now is 106, up from an estimated 105 based on registry data. Experts offer several possible explanations. It may be that female infanticide again has become common in response to China's one-child policy. It also may be, Aird said, that families do not report the birth of female children so they will not be prohibited from having a boy.

The census also found that minorities now constitute a greater proportion of the population. The 1964 census found that 5.8 percent of the population were minorities. The 1982 census found a 6.7 percent minority.

Aird said the minority population only recently came under China's family planning policies. Also, the government made a strong effort during this census to re-register as minorities people who have previously been registered as majority.

Aird, chief of the Census Bureau's Foreign Demographic Analysis Division, said Chinese people watchers are readying themselves for "a real feast," after many years of lean demographic data from China. Once the new computers finish processing the 1982 census, the Chinese plan to publish 31 volumes of data. They even expect to make unpublished data available to researchers, although whether that policy will include non-Chinese is not yet known.

The Undercount

Aird's personal estimate is that the undercount in China may have exceeded 5 percent. The Chinese claim that the national and provincial census totals show that the vital registration system is accurate, because the census total came within eight-tenths of a percent of official

Inside

Beware the cultural pitfalls 3
Republic of Indonesia: Adapting to change 4
Regions: Europe, Latin America, North America, Asia 10
Sources: International Labor Office 16

estimates based on the registration system.

However, Westerners mistrust the claim because even the Chinese have — until recently — complained that their registration system wasn't very good. People don't report deaths so that they can continue to collect benefits. They don't report births so they can circumvent the one-child policy. Moreover, the census was based on registry data, meaning households not registered for some reason would not have been counted. Post-enumeration surveys might not show errors because if a family concealed someone the first time around, they probably would do so a second time. Also, if local registry personnel found many errors, they would be admitting that they had not done a good job the first time. In addition, the government told local offices that if their error rate reached a certain count, they would have to retake the census at their own expense.

Leaping Forward

Even if the undercount is as high as 5 percent, Aird said, the 1982 census is a great advance for demographic statistics in China, because of both methodology and comprehensiveness. The census collected data the Chinese have not had before, such as the number of children ever born. A new classification system will provide new occupational data.

Undercount or no, Aird views the Chinese census as a monumental achievement which moves China into the mainstream of the modern demographic world. •

—Martha Farnsworth Riche

Around the World

Europeans Take To Microcomputers

West Germany is expected to be the single largest market in the next ten years for personal computers as Europeans install more than 18 million of the machines in their homes and offices by the end of 1985.

This is the prediction of International Resource Development, Inc., a market research firm, in a recently released report, "Microcomputer Markets in Europe."

IBM will probably emerge as the leading vendor in the office sector, while Commodore, Sinclair, and others appeal to the consumer market.

Translation of software and documentation for personal computer products has slowed the entry of new products into some parts of the European market. Both the French government and users want "Francized" software, and will fine companies $14 a word for using British or American terms. There is an approved list of translations which includes such words as infographie for computer graphics.

A new report from International Resource Development provides a detailed assessment of the European microcomputer market, including specific analyses and ten-year forecasts of the microcomputer market of France, United Kingdom, West Germany, Italy, the Benelux Countries, Scandanavia, Ireland, and Spain. The report also assesses strategies and opportunities in the European microcomputer market.

Further details on the report are available from International Resource Development, 30 High Street, Norwalk, CT 06851. Telephone toll free (800) 243-5008. From outside the U.S. or in Connecticut, call (203) 866-6914. Cost of the report is $1,450.

For Success, Get Global View

The president and chief executive officer of R. J. Reynolds Tobacco International, Inc. is telling students in business schools to gain international experience if they ever want to lead an American company.

"If you look at the profiles of those assuming positions as chief executive officers of major U.S. companies today," Lester W. Pullen told University of North Carolina students recently, "you will notice that more and more have spent part of their careers in international operations."

"In perhaps 10 years," he said, "it may be virtually impossible to rise to the top in any major American business without international experience."

R. J. Reynolds which had no overseas operations 25 years ago, now does business in about 160 countries.

Belgium is Land of Posters

Posters — what we in the United States are more likely to refer to as billboards — are an important advertising medium in Belgium, grabbing about 15 percent of the total media expenditures there in 1981.

There are various sizes of posters including about 5,000 two-square-meter ones found in bus-stop shelters. A new addition is the mobile "kangaroo" poster, mounted on the sides of a truck, able to roam the highways and park anywhere. They are reportedly best for short-term local use — advertising store openings, films, and special sales.

U.S. companies often shy away from outdoor advertising despite its proven effectiveness in some markets. When Pepsi used outdoor advertising to launch its one and a half liter bottle in Belgium, for example, it tripled its market share in a four-week campaign.

Source: *International Advertiser*, Sept./Oct. 1982, 615 W. 22nd St., Oak Brook, IL 60521. $15/year/bimonthly. •

INTERNATIONAL DEMOGRAPHICS

Publisher: Peter Francese
Executive Editor: Bryant Robey
Editor: Doris Walsh
Managing Editor: Caroline Eckstrom
Research Director: Cheryl Russell
Art Director: Carol Terrizzi

International Demographics (ISSN 0731-5414) is published monthly by American Demographics, Inc., P.O. Box 68, Ithaca, N.Y. 14850. Telephone (607) 273-6343. © 1983 by American Demographics, Inc. All rights reserved. Subscription rate $148 a year.

Beware the Cultural Pitfalls

While demographic data may help determine the size or location of a potential market in a foreign country, the cultural forces at work also must be taken into consideration.

David C. Pring is director of the New York office of International Research, the Unilever-owned marketing research organization. He has been involved in market research in many countries including Nigeria and his native England. He recently spoke to participants at an International Demographics conference.

Q. What mistakes do marketers make when looking at foreign countries?

Pring: Either through lack of knowledge or simply without thinking, we assume things must be fundamentally the same everywhere. But, of course, things are different. It may seem simplistic, but when looking at overseas markets, it is important to constantly evaluate, "What is my product and who is my market?" and to presume nothing.

Q. What things do you need to know about overseas markets?

Pring: They fall into three categories. The first is general frames of reference — basically those local country factors that are necessary to appreciate no matter what the product. Here I include such items as population size and composition, religion, social culture, industrialization, regional variation, business style and the basic laws of the land.

The second is specific frames of references — the local country factors that are specific to the product and the market. For example, the nature of retail trade, the media profile, health care, etc., depending on which market one is interested in.

And the third thing is the practical considerations. How can I find out about the market? Who can help? Can I get the help here, abroad, or both? What will the quality be like? How easy is it going to be? Should I go and see for myself? And perhaps the most discriminating cultural difference of all — money. How much will it all cost?

Q. Where does language fit in?

Pring: I put language very high on the first list. As corporations extend their international marketing activities more widely over Southeast Asia, deeper into Africa, and start to break new ground in the People's Republic of China, a little French, Spanish, or German will not go far. The international researcher of the future probably will require a grounding in Mandarin to do a good job! Europe isn't as linguistically homogeneous as one might think. Despite its small land mass, it has at least 14 main languages. Switzerland, for example, has three — German, French, and Italian, but then it is their own version of these languages. And, of course, it is easy to forget that in an international marketing exercise, several languages may be involved just within the marketing companies and their subsidiaries.

Q. Is translation a problem?

Pring: Generally no, but of course direct translation is only one aspect of language. The conveyance of nuance and the use of the correct consumer language also is extremely important.

For example, in the Far East photographic film is not taken to be "processed," but to be "washed." "Too sweet" to a Nigerian can mean "very delicious" and "adequate" translates into Singapore English as "can do."

Some words can be translated but still be meaningless to natives. Recently we completed a survey in Kuwait where both local Kuwaitis and expatriate Indian and Pakistani workers were interviewed using the same questionnaire, appropriately translated. In describing products using a five point scale from "excellent" to "poor," the Kuwaitis used the "excellent" descriptor as well as "very good" while the Asians never went above "very good," probably because "excellent" was not a part of their vocabulary, rather than a measure of product difference.

Q. Besides language, what are some other factors one needs to consider?

Pring: The list is extensive. Take for example the role of women, which illustrates one of the major cultural dichotomies in the world marketplace. Traditionally market researchers in developed markets have directed their attention to the "homemaker," the housewife solely dedicated to home, husband, and family. This role and its associated stereotypes is changing in many Western societies as well as Japan.

Q. Is the role of women that different in other countries?

Pring: Consider the Arab woman. Because of Islam, the Middle East is the region most at odds with the rest of the world. Saudi Arabia is the extreme, with Gulf states such as the United Arab Emirates and Kuwait bridging the attractions of the Western world and the disciplines of Muslim fundamentalism. For the market researcher, this region is the most fascinating and problematic one in which to conduct surveys.

Q. Why?

Pring: Women do little of the shopping, but are important decision makers in writing the shopping list. Women are not permitted to work at most jobs, although I believe there is a bank for women run by women. For market research it generally means using male interviewers who are not, of course, permitted to interview women unless the husband or a chaperone is present. I know of one instance, where husbands were trained to interview their wives, in order to get certain data.

continued on p. 15

Country Profile

Republic of Indonesia

When President Reagan met with Indonesia's President Suharto in October, 1982, one topic they discussed was trade between the two countries. U.S. exports to Indonesia were about $2 billion in 1981. Indonesia, the world's fifth most populous country, is important to U.S. businesses. Indonesia's economy grew about 6 percent during 1982. Recent reports indicate that spending for development probably will be reduced in 1983 because of a generally weak economy.

Indonesia's 1980 census counted 146.7 million people who live on an archipelago of over 13,000 islands extending for 3,000 miles along the Equator from mainland Southeast Asia to Australia. The major islands are Java, Sumatra, Sulawesi (Celebes), the southern part of Kalimantan (Borneo) and Irian Jaya (West New Guinea). Indonesia shares land borders with Malaysia and Papua New Guinea.

Indonesia is the most highly volcanic region in the world. It has 100 active volcanoes, most of which are on the main island of Java. Volcanic ash from a recent eruption is still a problem in Bandung, a city of over one million. Residents are worried that when the dry season ends, the rain will cause destructive "ashslides." For now, the dust causes sanitary and health problems similar to the aftermath of Mount St. Helen's.

Population Growth

The Republic of Indonesia has conducted three censuses since its independence in 1945. Previous counts were taken in years ending with a "1" (1961 and 1971). But in an attempt to match other international census dates, this decade's census was taken in 1980. The figures for 1971 are thus not directly comparable to those for 1980.

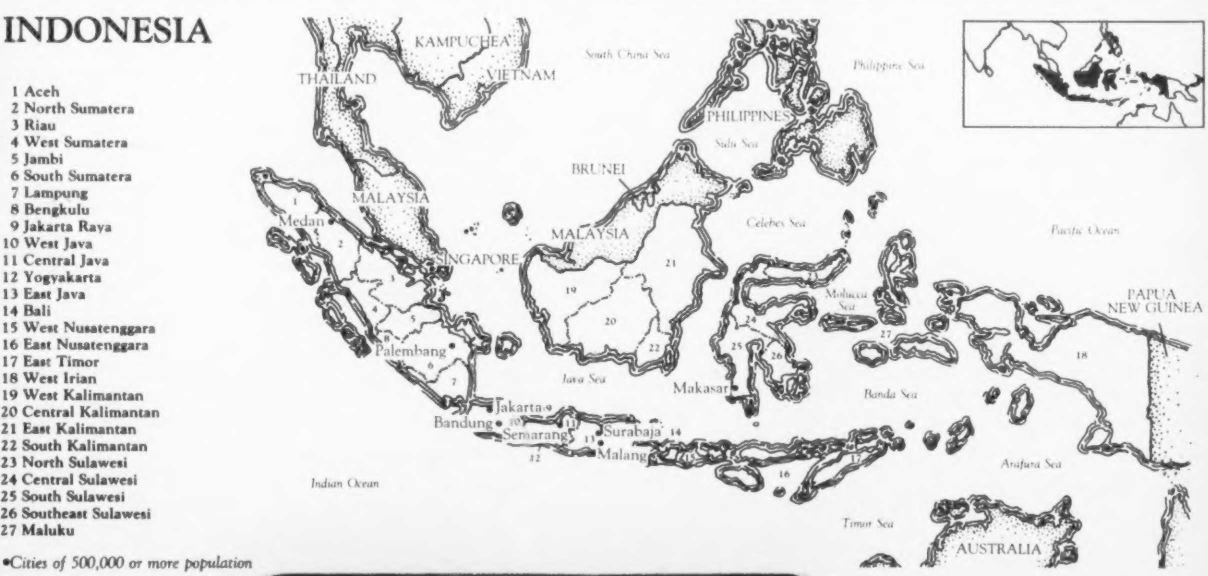
Taking the 1971 population of 119.2 million at face value indicates that the population grew by 23.5 percent between 1971 and 1980. But the total in 1971 did not include approximately 68,000 homeless persons, an estimated 773,000 rural residents in Irian Jaya (where no census count was taken), nor the population of East Timor (estimated at 609,000 in 1970) which was annexed in 1976 and later became an Indonesian province.

The 1980 census included all geographic areas of the Republic. Many of the statistics used in this report are taken from a 10 percent subsample of a sample of the total census. The 1980 census is a more accurate count of the population than the 1971 census, which had an undercount of approximately 4 to 5 percent compared with about 2 to 3 percent in 1980 for the U.S.

The average annual rate of population growth was 2 percent during the past decade. The population will double in 35 years if the current rate continues. The U.N. projects that the growth rate will slowly decline in the coming decades. The population is projected to number 199 million in 2000.

Regions and Cities

The distribution of population over Indonesia's 27 provinces is uneven. In 1980, nearly two-thirds of the population was concentrated in the


INDONESIA
1 Aceh
2 North Sumatera
3 Riau
4 West Sumatera
5 Jambi
6 South Sumatera
7 Lampung
8 Bengkulu
9 Jakarta Raya
10 West Java
11 Central Java
12 Yogyakarta
13 East Java
14 Bali
15 West Nusatenggara
16 East Nusatenggara
17 East Timor
18 West Irian
19 West Kalimantan
20 Central Kalimantan
21 East Kalimantan
22 South Kalimantan
23 North Sulawesi
24 Central Sulawesi
25 South Sulawesi
26 Southeast Sulawesi
27 Maluku
•Cities of 500,000 or more population
KAMPUCHEA
THAILAND
VIETNAM
South China Sea
Philippine Sea
PHILIPPINES
Sulu Sea
BRUNEI
MALAYSIA
Medan
MALAYSIA
SINGAPORE
Celebes Sea
Pacific Ocean
Molucca Sea
PAPUA NEW GUINEA
Palembang
Java Sea
Makasar
Banda Sea
Jakarta
Bandung
Semarang
Surabaja
Malang
Indian Ocean
Arafura Sea
Timor Sea
AUSTRALIA

BEST AVAILABLE COPY

six provinces on the islands of Java and Bali, only 7 percent of the total land area. Another 19 percent lived in eight provinces on Sumatra (25 percent of the land area).

Indonesia has a population density of only 199 persons per square mile, but Java and Bali are the most densely settled areas in the world. The average density in Java in 1981 was 1,787 persons per square mile. Some rural regions exceed 5,000 persons per square mile. Such high rural densities are possible because of the region's dependence on wet rice cultivation, which allows two or three rice crops per year. The most sparsely populated provinces are Central and East Kalimantan and Irian Jaya (West New Guinea) each with less than 26 persons per square mile.

Encouraging migration from densely populated Java to less populated areas (a program known in Indonesia as "transmigration") has received periodic governmental favor. The current 5-year development plan calls for 500,000 houses for transmigrants.

The provinces of Lampung (Sumatra) and East Kalimantan grew the fastest during the 1970s, each increasing about 6 percent per year. Other rapidly growing provinces were Bengkulu and Jambi (Sumatra), Jakarta (Java) and Central Sulawesi, all at about 4 percent per year.

For 50 years the Indonesian population has been moving from the inner islands of Java and Bali to the outer islands. Since 1930, the proportion of the population in Java-Bali has declined from 71 to 64 percent. But the capital city district of Jakarta, has increased its share of the national population from less than 1 percent in 1930 to 4 percent in 1980. The population of Jakarta was 6.5 million in 1980, up from 4.6 million in 1971. The U.N. projects its population will be 16 million by the year 2000.

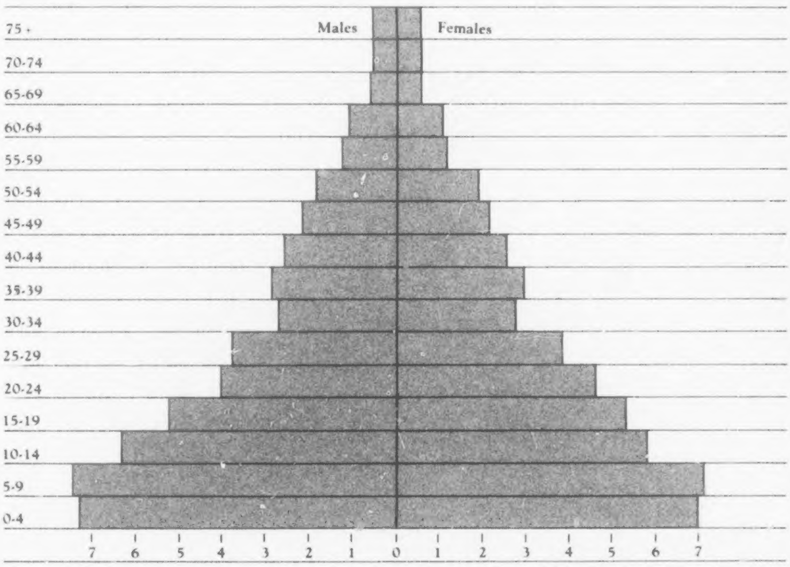
Kabupaten and Kotamadya are terms for administrative areas below the province. Kabupaten corresponds roughly to our counties. Kotamadya are urban Kabupaten. The next lower administrative level is the *kecamatan* (township) and below that is the *desa* (village). There were 49 *kotamadya* and 246 *kabupaten* in 1980. Five *kota* (cities) had more than one million inhabitants: Jakarta (6.5 million); Surabaya (2 million); Bandung (1.4 million); Medan (1.4 million); and Semarang (1 million). Another 25 cities had populations of 100,000 or more in 1980.

Definitions of urban and rural have changed since 1971. Villages that were classified as rural in 1971 were reclassified as urban in 1980 if they had a population density of more than 1,900 persons per square mile, had less than 25 percent of their population engaged in agriculture, and had at least 8 of 16 "urban facilities," such as a hospital or clinic, high school, and electricity. Because of these changes, comparisons with earlier census years are difficult. By the new definition, 22 percent of Indonesia's population were urban in 1980.

Ethnicity and Religion

At least 300 ethnic/tribal groups (with as many different languages and dialects) exist in Indonesia, and at least a dozen of these groups have more than 2 million members. Javanese are the largest ethnic group, with Sundanese and Madurese on Java forming the next largest groups. Ethnic Chinese make up the largest non-Malay group. Immigration officials estimate that there are over one million Chinese

Population of Indonesia, By Age and Sex, 1980 (in percent)



Age	*Total*	*Male*	*Female*
0- 4	21,049,945	10,760,699	10,289,246
5- 9	21,267,168	10,838,280	10,428,888
10-14	17,688,924	9,180,469	8,508,455
15-19	15,427,986	7,600,408	7,827,578
20-24	12,902,969	5,936,512	6,966,457
25-29	11,234,730	5,576,315	5,638,415
30-34	8,090,022	3,964,125	4,125,897
35-39	8,466,657	4,130,274	4,336,383
40-44	7,421,747	3,677,987	3,743,760
45-49	6,165,142	3,014,986	3,150,156
50-54	3,426,318	2,699,966	2,726,352
55-59	3,413,029	1,727,762	1,685,267
60-64	3,278,116	1,567,860	1,710,256
65-69	1,764,291	846,637	917,654
70-74	1,572,234	695,054	877,180
75 +	1,576,490	716,930	859,560
Not Stated	30,705	17,406	13,299
Total	146,776,473	72,951,670	73,824,803

Source: Biro Pusat Statistik, Jakarta, Indonesia.

in Indonesia, but only 400,000 were counted in the 1980 census. Most Chinese are resident aliens and are required to register periodically, but no attempt was made to examine identity cards in the census.

The official language is Bahasa Indonesia. However, only 12 percent of the population speaks Indonesian at home. Forty percent do not speak Indonesian at all, although many Indonesians are bi- or tri-lingual. Javanese is spoken by 40 percent of the population, and Sundanese, by 15 percent of the population. Six other languages are spoken by 15 percent of the population, and 18 percent of the population speaks a variety of languages listed in the 1980 census simply as "others." Bahasa Indonesia and Javanese predominate in urban areas, but rural areas and villages are ethnically homogeneous and account for 90 percent of those who speak "other" languages.

English is the official second language and is taught in the schools, but English is spoken only in the major cities. Even for those working in the countryside who know Bahasa Indonesia or Javanese, a local translator is often necessary to interpret dialects. New Yorkers may complain about southern accents in the Sun Belt, but Americans seldom need interpreters to do business in different parts of their own country.

This ethnic diversity is not accompanied by religious diversity: Nearly 90 percent of Indonesians are Muslims, the largest Muslim population in the world. Indonesians practice a relaxed version of Islam. Women, for example, are seldom seen wearing the veil (purdah) so often seen in other Moslem countries. In the villages, drums call people to prayer because tropical foliage muffles the cries of the muezzin. Christians make up 8 percent of the population and Hindus (most of whom live in Bali) 2 percent.

Religious practices in Indonesia have a strong undercurrent of animism, as demonstrated by symbolic sacrifices and offerings to the gods. Rice plays an important role in Muslim ceremonies, reflecting its importance to the nation's economy.

Age Distribution

Accurate age information is difficult to get from a majority of Indonesians, especially from those who are illiterate or do not know their date of birth. Census enumerators often have to estimate a respondent's age, which creates "heaping" at years ending in a "0" or "5."* Enumerators are instructed to discover a person's age by relating it to a national or local event, such as the beginning of the Japanese occupation (1942) or Indonesian Independence (1945). Another source of error is deliberate misreporting — men generally overstate their ages while women understate theirs.

Approximately 40 percent of the Indonesian population is under age 15, twice that of the U.S. Another 32 percent of Indonesians are aged 15 to 34. Only 4 percent of the population is aged 65 or over. The United Nations estimated life expectancy for men at 49 years in 1980 and for women at 51 years.

Public Health

Chronic, widespread malnutrition and endemic tropical diseases contribute to the shorter lives of Indonesians. Water-borne diseases such as typhoid, hepatitis, and bacillary dysentary are serious health problems. High infant mortality rates of over 100 deaths per 1,000 live births were characteristic in the 1970s (vs. about 12 per 1,000 in the U.S.). Tuberculosis is a leading cause of death in the country.

The number of doctors increased from 7,600 at the beginning of the 1970s to 10,400 at the end. In some rural areas without physicians, people are cared for by *dukun*, traditional medical practitioners. The approximately 50,000 *dukun* function as midwives, circumcisors, masseurs, herbalists, exorcists, and fortune tellers. The government has tried to integrate *dukun* into the modern health system by training them in current medical and midwifery techniques.

In order to supplement the meager data on the health of the Indonesian population, the 1980 census asked several questions on health and medical treatment. Six percent of the population (8.8 million people) reported feeling unwell during the previous week. Of those, 90 percent sought some kind of treatment. One million people went to hospitals, 1.5 million to public health centers, and 1.3 million were visited by a health service worker. Another 2 million treated themselves. Almost as many ill people visited a *dukun* as visited a general practitioner.

Households and Families

A household in Indonesia is a group of people living in a building or dwelling unit who normally make common provisions for food and other essentials. "Normally" means that a person lives there most of the time. Guests who have stayed six months or more are considered members of the household in which they have been staying. The complexity of the Indonesian household is reflected in the variety of census categories for relationship to head of household. If not a wife or child, a household member might be a child-in-law, a grandchild, a parent or parent-in-law, other relative, servant, or "other" (possibly that lingering guest). In 1980, members of households other than head, wife, or child accounted for 15 percent of the population.

There were 30 million households in Indonesia in 1980, 20 percent of which were urban. Ninety percent of households occupied an entire dwelling unit, while about 7 percent of households shared a unit with one other household, and the remaining three percent shared a unit with two or more households. Urban households are more likely to be sharing a dwelling unit than are rural households.

Approximately one-half of all households consisted of fewer than five persons in 1980. Ten percent consisted of eight or more persons. Only 3 percent of households are single-person. Urban households are slightly larger on average than rural households. Median household size in urban areas is 5.4 compared to 5.0 in rural areas.

**For a more thorough explanation of the problems of age heaping, see "Measuring the Accuracy of Age Data," International Demographics, July, 1982, p. 3.*

Average family size has declined in the past decade. The average number of children born per woman fell from 5.6 in 1970 to 4.5 in 1978. Fifty-five percent of women aged ten and over were married in 1980 (including those married but living apart from their spouses). Just over 10 percent of women were widowed and 4 percent were divorced.

Housing

Indonesia had a serious housing shortage during the 1970s. There was a demand for 400,000 units per year, and only 230,000 units per year were being produced.

Rural housing consists mainly of simple shelters made from locally available materials such as bamboo and nipa palm. Except for parts of Kalimantan and Sulawesi, where communal living in longhouses is common, most dwellings are small (usually one room), single-family units grouped in compact villages. Homes and public buildings surround open village yards. The 1980 census classified 92 percent of rural housing as "an independent structure with a single dwelling unit." Fifty-eight percent of rural housing had less than 50 square meters of floor space, about the size of a two-car garage.

There is more variety to urban housing. Brick and masonry are used to build homes and apartment buildings lived in by high and middle income groups; bamboo and bungalows house laborers, and makeshift shacks house the poor. About 70 percent of urban housing consists of one dwelling unit. Eleven percent of urban structures have two dwelling units, and 14 percent have three or more units. Slightly over half of urban housing also has less than 50 square meters of floor space.

A TRADITIONAL CULTURE—ADAPTING TO CHANGE

The work of men and women in rural Java is split along rather traditional lines. Men work outside the home and women are primarily responsible for housework, childcare, food preparation, and shopping.

A 1980 study of time use in 600 rural households on Java by the Statistical Academy of the Bureau of Statistics in Indonesia found that women worked outside the home an average of 3.5 hours a day while men worked outside the home an average of 6 hours and 43 minutes. Women, on the other hand, spend 5 hours and 48 minutes on housework, and 1 hour and 49 minutes on childcare, whereas men spend only 1 hour and 2 minutes on work around the house and a mere 19 minutes on childcare.

Listening to the radio, reading newspapers, and watching television are important leisure-time activities in Indonesia. The one government television station broadcasts from major urban areas from 4 to 10 p.m. daily in color. Even in homes with no electricity, people may be found watching TV. Twelve-volt televisions operating off an automobile battery are becoming increasingly popular. Periodically the battery is taken to the local battery shop for recharging. Since only about one-third of the urban households in Indonesia own a television set, buying a TV is a great way to ensure good relations with the neighbors.

Even for middle to upper-middle class families in urban areas, however, life in Indonesia is a far cry from that in more industrialized countries. A typical upper-middle class family might have a total of 1,000 watts of electricity in their homes — not even enough to run a U.S. toaster. There is cold running water, but it is not dependable. Hot water is not generally available since a hot water heater costs the equivalent of several months' salary. Even small electrical appliances that require water or electricity are not practical in the majority of homes as a result. Since most food shopping is done on a daily basis, those households fortunate enough to have refrigerators tend to use them mostly for keeping drinks cold.

Land is at a premium and there is little grass or garden area in urban settings. A middle class home has two or more bedrooms, but the kitchen is likely to be outside under a porch where the servant cooks the meals. Besides the cook, a family might employ a houseboy, laundry woman, and combination gardener-watchman, although a middle class family would probably have a single "helper" for all the household chores.

Cooking fuel is usually kerosene, although LPG (bottled gas) is becoming increasingly popular with the middle class. A single kerosene burner similar to what a family in the U.S. might use while camping is typical. Foods are cooked sequentially and usually served lukewarm of necessity.

Only a few homes, even among the upper middle class, have telephones. The principal reasons for this are cost and availability. In addition to an installation charge which typically runs 500 dollars or more, the cost of wiring from the nearest junction box must be paid by the homeowner. In some areas in Jakarta, furthermore, the few available circuits have long since been spoken for and the household, even if it is willing to pay the installation charge, must wait for a circuit to become available. Once a household has a phone the troubles have just begun. Frequently, entire exchanges are tied up and there is a busy signal after dialing the first one or two digits. Finally the prospective telephone owner has to consider who he is going to call after he gets his phone since so few other people he knows are likely to have phones.

—Peter O. Way

Peter Way lived in Indonesia for two years while working for the University of Chicago on a demographic research project, and is currently the Indonesian analyst for the U.S. Census Bureau.

BEST AVAILABLE COPY

Sanitation is poor. Less than 10 percent of the rural population has safe drinking water. In 1980, two-thirds of rural households got their drinking water from a well. The other third got their water mainly from springs or rivers. Water from springs and rivers often is a health hazard because wastes from the cities ultimately empty into rivers. Water in central water systems in Jakarta and other major cities is treated, but poor maintainence results in some contamination. Approximately half of urban households get their water from wells, and a third from a central system.

Home heating is required only in the most mountainous regions. Two-thirds of urban households use kerosene for cooking. Almost half of urban households use electricity for lighting. Among rural households, about 90 percent rely on wood for cooking and only 4 percent use electricity for lighting. Seventy percent of rural households use kerosene lamps for lighting.

Education and Communications

Literacy increased from approximately 60 percent of the population aged 10 and over in 1971 to 70 percent in 1980. Eighty percent of men and 64 percent of women are literate. A person is regarded as literate if he or she can read and write a simple message or sentence in any language. Someone who can only read *or* write, but not both, is considered illiterate.

Education is free and compulsory for children between the ages of 6 and 12. Eighty-five percent of children aged 7 to 12 were enrolled in school in 1981.

Slightly less than one-third of the population aged 10 and over had completed primary school in 1980. Eight percent had completed junior high school, and 5 percent had completed senior high school. Less than 1 percent of the population completed either the "academy" (the equivalent of a bachelor's degree) or the university (a graduate program leading to a master's degree or higher).

Urban males are the most educated, with 15 percent having completed senior high school in 1980; 10 percent of urban women had completed senior high school. Only 4 percent of rural men had a high school degree and 2 percent of rural women.

The main newspapers are based in Jakarta. Three papers have daily circulations of 75,000 or more: "*Kompas*," "*Sinar Harapan*," and "*Merdeka*." Other newspapers with smaller circulations are "*Berita Buana*," and "*Suara Karya*." English language newspapers include "*The Indonesian Times*" and "*The Indonesian Observer*."

Radio potentially is a more influential medium than newspapers. Radio reached 60 million listeners in 1978. Radio Republic Indonesia is government controlled and is responsible for all domestic and foreign broadcasting. There are 50 AM stations and one FM station. The national system of stations is linked to regional networks located in Medan, Yogyakarta, and Ujung Pandang. All stations are required to transmit news broadcasts and certain other programs simultaneously. All stations use both regionally prepared programs and independent programs, often presented in local languages. Radio Jakarta is on the air approximately 16 hours daily.

Thirteen television stations cover Java and North Sumatra. As with radio, Television Republic Indonesia is government controlled. Over two million televisions were registered in Indonesia in 1980, one-half of which were on Java. Television programs are transmitted for only 6 hours per day, and advertising is restricted.

Labor Force and the Economy

Approximately half of Indonesia's labor force works in agriculture, the most important sector of the economy, accounting for more than 30 percent of the gross national product in 1980. Rice production is the leader, and rice is the main food staple of Indonesians. The cultivation, processing, and sale of rice occupies most of the rural population and accounts for 50 percent of total agricultural production.

Indonesia now produces enough rice for its own consumption, but as recently as 1977 has had to import rice from the U.S. when drought and *wereng* pest damage reduced their yields. Currently some rice is being imported from Thailand to help build reserves. Growing population pressures are making food self-sufficiency increasingly difficult.

Small-scale subsistence farming is the norm in Indonesia. In addition to rice, small farms also grow secondary crops for food and cash. Soybeans, green beans, peanuts, sweet potatoes, onions, and red peppers are some of the vegetables that grow well in small areas. Tropical fruits that seem exotic to Americans — mangoes, papayas, breadfruit, pineapples — are staples in the Indonesian diet.

Indonesia's major imports are rice, wheat, textiles, chemicals, iron, steel products, machinery, transport equipment, and consumer durables. The U.S. ranks behind Japan as supplier of most of these goods. The U.S. share of Indonesia's imports in 1980 was 13 percent compared with 32 percent for Japan.

Persons 10 years old and over are counted in the labor force. Those in the labor force held a job for pay or profit in the week prior to the census for at least one hour per day, or were temporarily not working because they were waiting for the harvest, on leave, etc. Persons who did not have a job but were looking for one also are included in the labor force. Persons outside the labor force are those attending school, housekeeping, disabled, or elderly.

In 1980, 50 percent of the population aged 10 and over worked in the week prior to the census. Approximately one percent were looking for work. Of those not economically active, 36 percent were attending school. Two-thirds of men and one-third of women were economically active. The highest labor force participation rates for women were in the 35 to 59 age category, in which 40 to 45 percent were working. Women in rural areas had slightly higher labor force participation rates than those in urban areas: 35 percent vs 24 percent. The same pattern was true for men: 71 percent of those in rural areas worked vs 60 percent of those in urban areas. The inclusion of family farm workers accounts for the higher rural than urban labor force rates.

Among those economically active in the week preceding the census, only 50 percent were employed for 35 hours a week or more, reflecting the problem of underemployment that plagues the economy. Almost 7 million Indonesians (about 1 of 7 workers) held a second job the week before the census. Over 3 million Indonesians were looking for work at the time of the census.

Following agriculture, which accounted for 55 percent of all employment in 1980, public services employed the greatest number of workers (16 percent of all workers), then wholesale and retail trade and restaurants (14 percent) and manufacturing (8 percent). Approximately 20 percent of all workers were classified as production or transport equipment operators. Fourteen percent were sales workers, 4 percent were clerical, and 4 percent were professional or technical workers.

The principal handicap to Indonesia's economic development is the lack of skilled managers, technicians, and businessmen. Population pressures, unemployment and underemployment also impede progress. One of the main goals of "Repelita III," the third in a series of five-year economic development plans, is to reduce the birth rate and to process agricultural goods into basic and finished products, thus expanding the possibilities for employment. Educational progress is a continuing goal.

Income and Lifestyle

Indonesian per capita income was $415 (U.S.) in 1980. Indonesians spent an average of 66 percent of their income on food (24 percent on rice alone) and 34 percent on nonfood items (including 13 percent on housing, fuel, light, and water) in 1978.

Most Indonesians eat only two meals a day. Breakfast consists of cassava or rice and sweet potatoes, and the main meal consists of rice with vegetables and a small piece of meat or fish. Fruit and sometimes tea or soybean milk also are included. A third meal is eaten if the household can afford it. The wealthy minority eats three meals a day.

SUZUKI
L 8381 F

Jon Reis

Only 10 percent of all households owned a television set in 1980, but 32 percent of urban households owned a set. Approximately one-half of all television sets were in urban areas in 1980. There were 12.2 million radios and cassette recorders owned by about 40 percent of households (57 percent of urban households). Over 10 million bicycles were in use in 1980, owned about equally by 30 percent of all urban and rural households. Motorcycles also are a popular means of transportation; there were 2.3 million in 1979. Cars are less common — only 577,000 passenger cars were registered in Indonesia in 1979.

Sources of Information

The U.S. Census Bureau has copies of most of Indonesia's 1980 Census on Population and Housing. Specific questions may be addressed to Peter Way, telephone (301) 763-2834, or write to him at the Census Bureau, International Programs, Washington, D.C. 20233.

The U.S. Department of Commerce has several publications that contain information about doing business in Indonesia. Foreign Economic Trends and Their Implications for the United States/Indonesia was published in August 1982. (FET 82-077). It is available from Publications Sales Branch, Room 1617, U.S. Department of Commerce, Washington, D.C. 20230 for $1.50.

The most recent Overseas Business Report on Indonesia called "Marketing in Indonesia," (OBR 81-11), May, 1981, is available from the same address for $1.50.

The Commerce Department's *Business America* magazine carried an article on Indonesia in the July 26, 1982 issue.

"A Guide to Doing Business in the ASEAN Region" which includes Indonesia, Malaysia, Philippines, Singapore, and Thailand is available from the U.S. Government Printing Office, Washington, D.C. 20402 for $4.25.

The November 1982 issue of *International Advertiser* carries a special section on Asian advertising, including Indonesia. A single issue is $3, $15/year for six issues. Order from 615 W. 22nd St., Oak Brook, IL 60521. •

Daphne Spain

Regions

In an attempt to bring more country specific information to our readers and to provide opportunities for updates as more detailed census information is released on countries already profiled, International Demographics will add four pages several times a year. Information previously included on the "Census Update" page will now be printed here.

Europe

European Population Conference, 1982

Except in a few countries such as Iceland, Ireland, and Turkey where the birth rates remain well above replacement level, the trend since 1965 in the 21 Council of Europe member countries is a sharp decline in numbers of births.

The birth rate decline has coincided with a decrease in rates of first marriage and remarriage. On the other hand, in most countries — as in the United States — the number of couples living together without marriage has increased. A further decline in fertility is likely to occur. At the very least, the proportion of births outside marriage is likely to increase.

Because the Council of Europe member countries are becoming concerned about the aging European population, a conference was held last fall to discuss possible implications of the demographic trends.

Among conference suggestions to countries were the following:

—That parents who wish to have children should not suffer hardship because of their decision and if necessary should receive tax benefits and cash transfers, leave to care for a child, and assistance in housing needs.

—That the burden on women of domestic duties and child care should be relieved by providing day care and other services so that women who want to be in the labor force may do so.

—That planning for schools should be based on predicted large fluctuations in the size of birth cohorts.

—That host countries should recognize the contributions of immigrants to the development of their economies.

—That while the actions of member countries will be independent of each other, there should be cooperation on matters relating to population because demographic developments are linked among all the countries.

Britain

The annual General Household Survey in Britain is a wealth of interesting information. The most recently-released survey, completed in 1980, but released in the fall of 1982, shows that nearly half of British heads of households own their own homes either outright or with a mortgage. The number of people living in private, unfurnished rental homes has decreased from 12 percent of all families in 1971 to only about 6 percent in 1980.

About 95 percent of workers in the professional class have a television, and about 99 percent of those in skilled, semi-skilled, and manual jobs own a set. In the last decade, the number of homes with refrigerators, telephones, and central heating has increased by about 20 percent. About 93 percent of homes have a refrigerator, compared with 73 percent in 1972. Fifty-seven percent of homes have central heating, compared with 37 percent in 1972, and about 75 percent of homes have a telephone and a washing machine.

The number of households owning a car is rising slowly, from 52 percent in 1972 to 58 percent in 1980, but among manual workers the percentage of those owning cars has fallen from 32 percent in 1976 to 29 percent in 1980. Two percent of British households have three or more cars or vans.

Women and the Elderly

As in other industralized countries, more women are working in Britain. About half of mothers with dependent children work, but only 17 percent work full-time. Of those who had a child under three, only 23 percent work compared with 70 percent of those whose youngest child was over 10.

About one-third of people 65 and older live alone. Seven of 10 people 65 and older live in households where no one is under age 65. Forty-five percent of elderly women and 17 percent of elderly men live alone.

The survey showed that one third of the elderly cannot do a household chore if it involves climbing a ladder, that one in 7 cannot do their own shopping, and that 1 in 10 cannot leave their home and go for a walk on their own.

The General Household Survey is available from Her Majesty's Stationary Office, 49 High Holborn, London WCIV 6HB, England for 12 pounds sterling 70 shillings.

Germany

The German-born population in West Germany continues to shrink while the foreign-born population is on the rise. The Federal Statistics Bureau in Wiesbaden reports the population at 61.7 million as of December

31, 1981, an increase of only 1 percent or about 55,000 people. The German population decreased by 103,000. The foreign-born population increased by 3.5 percent to 4.7 million.

The increase in foreign-born people is reflected in the statistics for Berlin where in the first six months of 1982, the ethnic German population decreased by 13,338 while the foreign-born increased by 3,752. The population in Berlin in June 1982 was estimated by the government to be 1.9 million.

France

More than four out of 10 French men and women between the ages of 25 and 34 have lived or are living together without being married. Only about one in 10 of their parents had such a relationship.

According to a poll by the French Institute for Public Opinion, the institution of marriage is being questioned by those under 25, 35 percent of whom believe that marriage is "outmoded" or "useless." For 82 percent of their elders, however, marriage still retains its value.

Despite their feelings about it, the main reason for marrying is still love — even for about 50 percent of those under the age 25.

Unmarried couples are most common among lower and middle-level industrial workers, (teachers, hospital attendants, nurses), factory workers, and the professions, the poll found. But there are regional variations. Unmarried couples were least likely to be found in northern and eastern France.

The reasons given for not marrying range from the refusal to assume definite responsibility to marriage making it harder to separate. Even children did not influence some people to marry.

Source: *Le Telegramme*, Brest, France, Sept. 25, 1982. (trans. from French).

Paris, France

Like many other city centers around the world, Paris is losing population, but the rate of loss has been halved through City Hall's efforts to build new housing and rehabilitate old.

Paris Population Trends by District

District	Total Population		1975-82	
	1982	1975	+ or −	Percent
1	18,497	22,793	− 4,296	−18.8
2	21,148	26,328	− 5,180	−19.7
3	36,089	41,706	− 5,617	−13.5
4	33,949	40,466	− 6,517	−16.1
5	62,150	67,668	− 5,518	− 8.2
6	48,724	56,331	− 7,607	−13.5
7	67,199	74,250	− 7,051	− 9.5
8	46,329	52,999	− 6,670	−12.6
9	64,167	70,270	− 6,103	− 8.9
10	80,875	94,046	− 7,171	− 7.6
11	145,228	159,317	−14,089	− 8.8
12	137,914	140,900	− 2,986	− 2.1
13	170,698	163,313	+ 7,385	+ 4.5
14	138,764	149,137	−10,373	− 7.0
15	223,335	231,301	− 7,966	− 3.4
16	178,863	193,590	−14,727	− 7.6
17	169,061	186,293	−17,232	− 9.2
18	186,462	208,970	−22,508	−10.8
19	162,588	144,357	+18,231	+12.6
20	172,021	175,795	− 3,774	− 2.1

These are only preliminary, provisional data and have not been corrected.

As of March, 1982, Paris had 2,168,300 people compared with 2,299,800 in March, 1975. Between 1975 and 1982, the population decreased 5.6 percent, an annual average decline of .8 percent. This is only half the annual average decrease from 1968 to 1975 (1.6 percent) and a third lower than the 1.2 percent average annual decrease from 1962 to 1968.

A major reason for the depopulation of Paris is believed to be the lack of good housing. The city government's efforts to rehabilitate housing are paying off. A February poll of Parisians found that 79 percent were satisfied living in Paris, and in areas where there has been new construction and rehabilitation there have been population increases of more than 15 percent.

Most deeply affected by migration to the suburbs were the old center of Paris, districts (arrondisements) one, two and four followed by the eighth district, which is the major business area, the Chaillot quarter in the sixteenth district and the Chaussee d'Antin and Faubourg-Montmartre quarters in the ninth district.

Significant gains in population appear where there is new construction. For example, the railroad station quarter in the thirteenth district and the Villette, Pont-de-Flandre and Amerique quarters in the nineteenth have increased in population by more than 15 percent.

Asia

Japan

After publication of the Japanese profile in November, a new source of information on Japan came to our attention. *The Japan Market* is a newsletter published in the United States but written in Japan. It includes information on Japanese markets and sometimes includes specialized demographic market information.

For example, the Sept. 13, 1982 issue included an article based on a survey by the Leisure Development Center which reported that the average Japanese family spends $887 a year on leisure activities. When asked what activities they would pursue in the future, the largest percentage said they want to travel abroad. Other favorite future pastimes included skiing, creative hobbies, camping, mountain climbing, and travel in Japan.

The Japan Market is published biweekly by Prentiss-Knight Associates, 101 Belton Road, Silver Spring, MD. Subscriptions are ordered from Post Office Box 465, Berthoud, Colorado 80513 and cost $227 a year in the U.S., Canada, and Mexico and $248 overseas.

Bangladesh/Afghanistan

The U. S. Census Bureau has preliminary results of the 1980 census of Bangladesh, and results from the 1979 census in Afghanistan. Also, there is a 1982 pocket statistical book from Nepal as well as province totals from its 1981 census. The results from the 1981 Pakistani census should be available soon, according to James Spitler, analyst. Information on the censuses of any of these countries is available by calling Spitler at (301) 763-4221.

Bombay, India

Bombay is the destination of about 200,000 rural to urban migrants a year in India. With 8.2 million people, Bombay is growing at about 4 percent a year. More than 50 percent of the growth is attributed to rural workers seeking greater opportunities in the city.

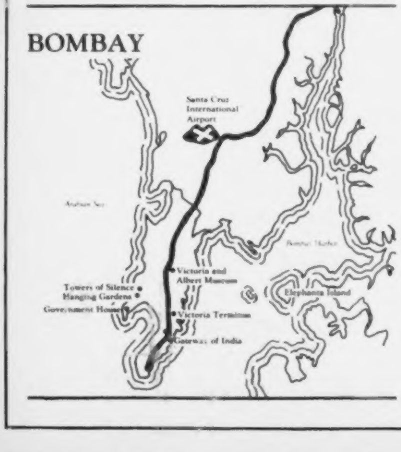
Despite Bombay's size — 169 square miles in Greater Bombay — estimates are that 72 percent of the jobs are concentrated in the 15 percent of the area at the southern tip of the island. Particularly important are developments at Nariman Point and Cuffe Parade.

The rapid growth of Bombay has taken planners by surprise. Shanty towns abound. Population density is one of the highest in the world. Almost 40 percent of the people live in 570 slum colonies. Dharavi, with a half million people, has been called the world's largest slum.

Fifteen percent of the people who live in housing — rather than on footpaths or on concrete — are in 11,000 buildings which are on the verge of collapse. Housing prices rival those of New York or Singapore. The public housing shortage is estimated at 5,000 units a year, the private housing shortage at 20,000 units a year.

Less than half of one percent of the population earn $500 a month. Seventy-five percent of the families live on $60 a month and 10 percent have less than $25 a month.

These are just some of the facts about Bombay and the problems caused by increasing congestion there in an article, "Bombay Bubble is Bursting" by Ramesh Mayur, in Vol. 9, No. 2, 1982, of *Populi*, the Journal of the United Nations Fund for Population Activities.



Thailand/Philippines

The U.S. Census Bureau now has preliminary reports from the 1980 Population and Housing of Thailand and the 1980 Census of Population of the Republic of the Philippines.

The preliminary report from Thailand includes population by age and sex, average household size, marital status, and occupational status by region.

The Philippines' preliminary report includes total population by sex and private households by region and province.

Questions on either of these preliminary reports can be addressed to Peter Way. Write to him at International Demographic Data center, U.S. Census Bureau, Department of Commerce, Washington, D.C. 20233. His phone number is (301) 763-2834.

Latin America

Latin America

The Inter-American Commission of Women (CIM) has proclaimed Feb. 18 as the Day of Women of the Americas.

The CIM, a commission of the Organization of American States, has as one of its objectives reinforcement of the importance of the family as the nucleus of life.

Its 1983 programs for the Inter-American Year of the Family include provisions for basic education and health services for families in rural areas. Plans call for technological training in marginal parts of the Americas to generate employment, income, and growth of small industries.

OAS Secretary General Alejandro Orfila told CIM delegates in Washington recently that "women should contribute to the decision-making process with regard to strategies for development."

The new president of the CIM General Assembly, Venezuelan economist Isolda Heredia de Salvatierra, told the meeting that women should take a leading role in the process of social change in the Americas. She said her priorities include establishment of businesses and cooperatives for the improvement of income-generating opportunities for women, credit facilities, better employment, and wider access to education.

Venezuela

Even when governments in developing countries try to decentralize growth, their efforts will likely fail because the money spent will be recycled into the capital city and other high-income regions where private investment is already high.

That is the conclusion of Richard C. Jones, an assistant professor at the University of Texas at San Antonio in a recent article examining government investment in Venezuela.

Jones says "migration trends unfavorable for backward regions will continue as long as high-income regions are viewed as 'windows on the world' — for example, as the only viable place to get a university education, to undergo major operations, to get a prestigious job in government civil service, to enjoy the amenities of international culture soon."

Jones' article appears in *The Journal of Developing Areas, Vol. 16, No. 3.*

Cuba

The birth rate in Cuba has declined from 27.7 births per 1000 population in 1963 to 14.1 births in 1980, one of the most rapid declines on record, according to an article in the September 1982 issue of *Population and Development Review*.

Since 1978, Cuban fertility has been below replacement level, a nearly unique circumstance for a developing country.

Authors Sergio Diaz-Briquets and Lisandro Perez report that before the Cuban revolution (1959) the fertility rate had fallen to levels experienced by developed countries. The baby boom that started during the revolution was the result of renewed hope on the part of young adults that they would be able to partake of the material goods formerly available only to the wealthy.

By the 1970s, however, reality had set in. A severe housing shortage, an acceptance of the necessity of some income inequality to provide incentives, and pessimistic feelings about the future of Cuba probably were instrumental in the rapid decline of fertility in that decade the authors say.

"The key to Cuba's very low fertility," the authors believe, "lies in the sharply differing prospects of Cuban couples regarding the fulfillment of their material and status expectations during the early 1960s, and in the years since that time. The former period was one of optimism. The latter, reflecting the revolution's growing inability to meet material expectations, was a period of pessimism. Had the generation entering reproductive ages in the 1970s been able to fulfill their aspirations, it is unlikely fertility would have declined as fast and to as low a level as it in fact has."

The article discusses in detail the socioeconomic conditions that affected fertility rates.

Mexico

The official census definition of an urban place in Mexico has not changed, as we reported in the October issue. An urban place in Mexico is defined as one that has 15,000 or more people. A 1978 survey of population did use a slightly different definition but it does not affect the most recent census.

A typographical error, however, put the 1970 urban population at 9 percent rather than the 59 percent which it actually was.

Population of Mexico by Age and Sex, 1980

in thousands

Age	*Total*	*Male*	*Female*
All ages	69,979	34,810	35,169
0 to 4 years	10,978	5,595	5,383
5 to 9 years	10,657	5,424	5,233
10 to 14 years	9,571	4,848	4,723
15 to 19 years	9,044	4,015	5,029
20 to 24 years	6,018	2,930	3,088
25 to 29 years	4,897	2,367	2,530
30 to 34 years	3,946	1,908	2,038
35 to 39 years	3,300	1,602	1,698
40 to 44 years	2,837	1,398	1,439
45 to 49 years	2,367	1,171	1,196
50 to 54 years	1,882	930	952
55 to 59 years	1,525	748	777
60 to 64 years	1,204	577	627
65 to 69 years	960	456	504
70 to 74 years	750	355	395
75 to 79 years	574	275	299
80 years and over	466	210	256

Because we worked with a handwritten copy in preparing the table of Mexico's population distribution by age and sex for 1980, there were several minor errors contained in the table. They do not change the configuration of the population pyramid, but for the sake of accuracy, we are printing the corrected table above.

North America

Canada

Statistics Canada has a new catalog called *Products and Services of the 1981 Census of Canada*. The free, 147-page catalog details all published and planned printed reports from the 1981 census as well as non-print products such as user summary tapes, microfiche, geographic tape files, public use sample tapes, and custom tabulations.

Products from *Statistics Canada* are so numerous and thorough that the catalog is a helpful tool to make sure you have the tabulations you need and are taking advantage of all materials that might be important to marketing strategies in Canada.

Write to: Publications Sales and Services, Statistics Canada, Ottawa, Ontario K1A OV7 Canada.

Several sets of census user summary tapes recently have become available. Computer tapes usually provide more data, in greater detail, than are offered in publications.

Among tapes now available are, for example:

File EAF81A10 for enumeration areas with tables for census families in private households by number of persons; by family structure and number of children at home; by family type and structure.

File SDF81A10 for municipalities, with the same tables as above.

Each computer tape costs $150. A file on one region or province can be purchased for $75. Contact User Summary Tapes, CANSIM Division, Statistics Canada, Ottawa K1A OZ8. Telephone (613) 995-0097.

Several detailed census tables now also are available on microfiche including population in private households by census family status, and age of children, and non-family persons showing sex and marital status for census tracts and subdivisions. More information on microfiche products is available from Casual Sales Unit, Central Inquiries Service, Statistics Canada Lobby, R. H. Coats Building, Ottawa K1A OT6, Canada. Telephone (613) 992-3151. ●

Publications

Demographic Yearbook, 1980. Bilingual (English/French). Statistical Papers, Series R, No. 10, 973 pp. UN Sales No. E/F.81.XIII.1. Clothbound, $US 65; paperbound, $US 55. (Order from Publications Office, United Nations, New York, NY 10017.)

This is the 32nd issue of a comprehensive compilation of international demographic statistics that includes data on population size, fertility, mortality, marriage and divorce for about 220 countries or areas of the world.

The special topic in this issue is mortality statistics. The 1980 Yearbook updates the information on mortality featured in the 1974 issue. Data from vital registration systems include trends in general mortality, maternal, infant, perinatal and fetal mortality from 1971 through 1980. Deaths and death rates by age, sex, marital status and cause of death are included. Three tables show life-table functions calculated separately for males and females: life expectancy, probability of survival and number of survivors to selected ages.

Urban and rural components of the statistics are shown wherever possible. Technical notes to each table are included.

Family Size Preferences: Evidence from the World Fertility Survey by Mary Mederios Kent and Ann Larson, 1982, Washington, D.C.: Population Reference Bureau, 40 pp., $1.

Lowering the birth rate in many developing countries may be an uphill battle because women in the Third World seem to prefer larger families than women in industrialized nations.

This analysis of the World Fertility Survey results in 22 developing countries found that the average preferred family size in these countries was three or four children. Women in Kenya wanted an average of seven children, while women in Jordan preferred six children.

In most of the countries women wanted slightly fewer children than they actually had, while in Kenya, Indonesia, and Paraguay women wanted more children than they had.

The percentage of women who wanted no more children increased with both age and the number of children living.

Women who wanted no more children were the most likely to be using contraceptives, the authors found, "further evidence that the desire for no more children is a meaningful measure and that it provides sufficient motivation to use fertility control within the context of prevailing cultural attitudes and access to contraception."

International Marketing Communications by Robert Roth, Chicago, IL: Crain Books, 1982, 350 pp. $22.95.

When Maxwell House first introduced instant coffee into Germany, the product did not sell. German housewives believed that part of their job was to work hard to prepare a good meal. Instant coffee was too easy. So Maxwell House made it more difficult. A recipe was printed on the package indicating that the coffee would taste best if it was simmered, steeped, and stirred. Instant coffee became acceptable.

This is just one example Robert Roth uses in his book to demonstrate the importance of adequate research in the international market.

In a thorough review of what is needed to make an advertising campaign work successfully abroad, Roth covers everything from organizing a departmental budget, to choosing an ad agency, participating in trade shows, and using direct mail and public relations.

Included are such useful items as a sample "memorandum of understanding" that a client can use with an advertising agency, timetables for setting up an international advertising campaign, and examples of successful direct-mail pieces and advertisements in several languages.

International Trade Statistics: Concepts and Definitions. English; French, Russian and Spanish versions in preparation. Statistical Papers, Series M, No. 52, Rev. 1. 71 pp. UN Sales No. E.82.XVIII.14. $US 7.00.

This is a revision of the 1970 publication which incorporates the views of two expert groups on international trade statistics, that met in 1977 and 1980, as well as those of the United Nations Statistical Commission. The definitions and the statistical treatment of commodity flows in international trade are discussed.

Status of Women: A Comparative Analysis of Twenty Developing Countries by Leslie B. Curtin, Washington, D.C.: The Population Reference Bureau, Inc., June 1982, $1 handling charge for single copies.

The status of women in developing countries, as this report points out, continues to be "a highly elusive concept."

Based on World Fertility Survey data, this report provides data about the educational attainment, work patterns, rural/urban residence, and current employment of women in 20 developing countries including a dozen from the Asia/Pacific region and eight Latin American/Caribbean countries. The first group includes Nepal, Sri Lanka, Indonesia, Jordan, Malaysia, Pakistan, Turkey, South Korea, the Philippines, Thailand and Fiji. The Latin American countries are Colombia, Costa Rica, The Dominican Republic, Guyana, Jamaica, Mexico, Panama, and Peru.

Educational and occupational differences between married women and their husbands are used in the analysis and are helpful in recognizing some patterns that have contributed to women's low status in most countries.

For example, more women than men are illiterate in all the countries surveyed except Colombia. Female illiteracy is generally more prevalent in Asian countries than in Latin America. In Pakistan, Bangladesh, and Nepal, only one in five women could read.

An analysis of educational attainment by age shows that progress has occurred on this front in most countries. The educational level of women who are aged 45 to 49 usually represents the situation about 25 years ago, while the educational levels of younger women, aged 15 to 24, come closer to representing the current situation. In some cases the progress is dramatic.

"In Malaysia, for example," the report notes, "nearly 70 percent of the oldest women had received no education; in contrast only 12 percent of their younger counterparts were without such training. Korea had also exhibited marked progress; women with no schooling dropped from 53 to 2 percent." •

Cultural Pitfalls/*continued from p. 3*

Q. Are there any other major cultural divisions?

Pring: The urban/rural divide of course. In many countries of the world there are vast sectors of the population that remain outside of the economy as we know it. Urban living tends to be more affluent, although Calcutta represents a notable exception. More to the point from a marketing perspective — the urban populace has greater exposure to the media, branded goods, and the consumer environment in general. On the other hand, the rural population of a developing country represents a less accessible but vast potential market.

Q. Can you use the telephone to interview in overseas countries?

Pring: There is a tendency for American research buyers to unthinkingly suggest data collection by telephone. But when you look at the statistics for telephones, you find that few countries have high levels of household telephone ownership like the United States. Sweden is one such. France has only a 67 percent telephone penetration, oriented toward higher income families and the urban areas. And in South Africa, the 82 percent penetration rate is for the white population. Only about 1 percent of non-whites have a telephone. This is not to say that research cannot be conducted overseas by telephone. On the contrary, there are services in many countries. But the absence of WATS-line type facilities and the lack of representativeness among people who have telephones means the technique is not fully developed.

Q. Are there other examples of things we take for granted?

Pring: Most Western countries and Japan have over 90 percent household television penetration, but elsewhere it often is less than 10 percent because of poverty, the lack of electricity, and other facilities. In a prosperous African village, people may gather around a single communal television set. And the United Kingdom could be considered positively primitive when it comes to dishwashing, as only about 3 percent of homes have a dishwasher.

Q. Are there any products that are truly international?

Pring: Some products can be advertised globally without much change in copy. Coca-Cola comes to mind. On the other hand, small things can cause problems or even offend. I recall a European advertisement for bubble bath that showed a Western woman covered in foamy bubbles lathering in the tub. You might think the Western woman was the problem. But, no, in fact a European orientation can be an asset. The problem was that the Japanese never use soap in the tub, but get out to lather.

Q. It sounds like there are too many pitfalls to bother. Is it as hopeless as it seems?

Pring: No, it is possible to carry out most forms of market research around the world, but in order to accommodate the cultural forces, there must be flexibility and a willingness to compromise. It may not be possible to do it in the same way as at home, but usually the end result can be achieved.

Q. Any final words of advice?

Pring: Always allow plenty of time and sufficient budget. And part of the international budget always should be reserved for travel to the country under study. A visit to the country adds color, understanding and appreciation to the hard copy of the research report. Above all, take nothing for granted. •

—Questions may be addressed to Pring at Research International, 509 Madison Avenue, New York, NY 10022, telephone (212) 752-3881.

Sources/*continued from p. 16*

fice. That office has a complete stock of everything the ILO has published in the past five years, and forwards orders for older books to Geneva. The office also sends catalogue supplements quarterly, and offers mini-bibliographies of ILO publications on special topics like employment and economic development or employment practices of multinational enterprises. Ask the sales office for a request form.

Many of the ILO books on population topics are a product of the World Employment Program. The ILO assisted this program in planning strategies to create jobs for the world's rapidly growing population.

The program's Population and Employment Project is charged with examining the effect of economic and demographic interrelationships on economic development. It has investigated the economic factors that induce nontraditional demographic groups — women, youths, children, and the elderly — to become workers, the response of labor markets to demographic change, consumption patterns, and internal and international migration. Books are available on all these topics.

The ILO library in Washington is open to the public, but since the reading space is limited, information officer, Patricia S. Hord, suggests that you telephone before you go to make sure the materials you want are available. The Washington address for the International Labor Office is 1750 New York Avenue, N.W., Washington, D.C. 20006. The telephone number is (202) 376-2315. •

—Martha Farnsworth Riche

Sources International Labor Office

The International Labor Office is the United Nations agency charged with monitoring and improving working and living conditions around the world. Headquartered in Geneva, Switzerland, the ILO maintains an office in Washington, D.C. that sells and distributes data which describe people in their roles as producers and consumers.

Its *Year Book of Labor Statistics* contains data for some 180 countries and territories. The ILO does not adjust the data to make them directly comparable, but asks the national agencies that report the figures to make them conform as closely as possible to international standards.

Demographic data in the *Year Book* include the proportion of the population that is economically active, with its characteristics by sex, age group, industry, occupation, and socioeconomic status. Other useful statistics show the characteristics of the unemployed, hours of work and wages, consumer prices, occupational injuries, and labor disputes. The *Year Book* lists the main references and sources, and tells how to compare the country data without running into too many problems. The 1981 edition, which is the most recent, costs $63 from the Washington office.

People interested in more current data can subscribe to the quarterly "Bulletin of Labor Statistics." It contains data on employment, unemployment, hours of work, wages, and consumer prices. Subscribers also receive monthly supplements with the newest information.

One issue gives the results of the ILO's annual survey of the wages of adult workers in 41 occupations, monthly salaries, normal weekly working hours, and retail prices of selected consumer goods. An annual subscription is $28.50; buyers of the *Year Book* can get the "Bulletin" for a joint price of $68.50.

From time to time the ILO develops detailed labor force estimates and projections based on the population projections prepared by the U.N. Population Division. It estimates the labor force of each country by sex, age, and economic sector, and projects labor force participation rates based on the high and low variants of the U.N. projections.

The most recent version — *Labor Force Estimates and Projections, 1950-2000* — was published in 1979 in six volumes. The first four volumes cover each geographic region, the fifth volume summarizes the world-wide data, and the sixth volume explains the methodology the ILO statisticians used to standardize the concept of the labor force. Contact the Washington office to get a current price for these publications, and to find out when a new set might be scheduled.

In *Household Income and Expenditure Statistics*, the ILO presents data from all the household income and spending surveys it can find. The most recent edition covers surveys carried out between 1968 and 1976 in 87 countries and territories. The data include the structure, composition, and size distribution of income; household spending for both consumption and nonconsumption items; and household characteristics, including the average size, average number of earners, and average total income and sources of income, including self-employment and rent.

Since spending and earning patterns often vary considerably within a country, a valuable aspect of this publication is that it shows the geographic distribution of households according to the size and patterns of spending and income wherever the data allow. Although the current edition may be dated for many purposes, it still is useful because it lists the sources of the surveys which can be contacted to see whether more recent information is available.

Periodicals

Depending on how much you want to know, how much you are willing to pay, and how expert you are, the ILO has a periodical for you.

You can read about "the jobless boom" instead of the baby boom in "ILO Information," a free newsletter published five times a year. It reports the highlights of new ILO research and activities and announces new ILO publications. Write to the Washington office to get on the mailing list.

The "International Labor Review" is a bimonthly journal that takes a more scholarly approach to current topics. An article in a recent issue examined living conditions, the cost of living, and social mobility in large cities, trying to determine at what point the population becomes so large that employment and living conditions can no longer improve. Other articles discussed employment planning in Egypt, and changes in social security for women in West Germany. An annual subscription costs $25.50; individual issues are $5.70. The Washington office has subscription forms that can be mailed to Geneva.

"Women at Work" is a twice yearly bulletin that surveys the economic conditions and activities of women around the world. Training, maternity protection, and skill levels are some of the topics covered. Subscriptions are $11.50; single copies cost $7.15.

The quarterly "Social and Labor Bulletin" contains brief notes on labor and social policy in such areas as labor legislation, collective agreements, and experiments in improving the work environment. This is a good place to find out what other countries are doing in relation to social security, the handicapped, or migrant workers. Subscriptions cost $23; single issues $7.15.

Since the "Bulletin" includes over 1,000 notes a year, people who expect to use it frequently can buy the Labor Information Database, made up of short abstracts of all the articles on microfiche. The data base is updated every six months, and subscriptions cost $23 a year.

Books

The ILO is a major publisher of books about working people and work force issues. Its annual free "Catalogue of Publications in Print," is available from the Washington of-

continued on p. 15

C0200-1 2/14/83

INTERNATIONAL DEMOGRAPHICS™

Vol. 2, No. 2 February 1983

Daniel Kane

Arabian Nightmares (Saudi Style)

Pornography is in the eye of the beholder. And if the beholder is a Saudi Arabian customs officer, even a newspaper with pictures of women may be too hot to handle.

Saudi customs held a firm's goods for 60 days because they were packed in old newspapers. And beware the sexy Sears Roebuck catalog or those seductive sales brochures for microcomputers.

A country with enormous demand for technical services and the latest in consumer goods, Saudi Arabia has such strict rules for importing products that containers into which a packer has unthinkingly flipped an old soda can or a used copy of *People* magazine have been considered contraband and turned back at port.

Dotting "i's" and crossing "t's" is essential to getting your goods past Saudi Arabian ports, according to Francis X. Johnston, who recently returned to the United States after a three year stint as transportation director of the Almajdouie Group in Saudi Arabia. "The paperwork accompanying a shipment must be 100 percent correct, with no strikeouts. The language ability of most of the men checking these papers is limited. Great care has to be taken with Arabic translations," Johnston told participants at an International Business Center of New England* seminar.

All goods shipped to Saudi Arabia must be stamped with the country of origin. A shipment of house trailer units was held up for three months simply because the dishwashers in the unit had not been stamped.

The Upturned Mercedes

Ground shipment presents new problems. "There are few directional signs and directions may include such phrases as 'turn left at the upturned Mercedes.' "

Because there are few warehouses, goods may stand in the elements exposed to temperatures up to 130 degrees and sandstorms.

"There are no speed limits in Saudi Arabia," Johnston said, "and truck drivers are paid a fee plus a bonus for their trips — so they tend to drive quickly and have accidents. If you hit a camel, it can ruin your whole day.

"If a U.S. resident is even in the vicinity of an accident, it will be his fault. The theory is that if you hadn't come to the country in the first place, the accident never would have happened."

Johnston is a consultant on Mid-East transportation problems. He can be reached at (617) 383-6605. •

**For more information on the International Business Center of New England, see February sources.*

Inside

A quick way to evaluate market potential 3

Finland: Elegance and function prevail 4

Sources: World Trade Centers may help 9

Communications media: Are they useful? 12

COUNTRY PROFILE: FINLAND

Around The World

Soviet Oldsters

There is no fountain of youth, not even in the mountainous Caucasus region of Azerbaydzhan, Armenia and Georgia.

A new University of Michigan study on life expectancy in the Soviet Union concludes that published reports of 20,435 citizens over the age of 100 and 465 people over the age of 120 are "greatly exaggerated."

The authors, Neil G. Bennett, Mellon assistant professor of sociology and research associate at the Population Studies Center at Michigan, and Lea Keil Garson, a doctoral candidate in sociology and demography at the Office of Population Research, Princeton, applied a new mathematical formula to Soviet Census data for 1959 to 1970.

Their calculations found about 2,900 persons over age 100, 90 persons over age 105, and only one at age 110 — figures they say are "more in accord with the commonly accepted life expectancy estimates."

The Soviets have such a reputation for longevity that a popular yogurt manufacturer uses the idea of ancient Soviet mountain people to promote its products. But Bennett and Garson point out that these reports cannot be verified because of a lack of birth records. The areas of greatest longevity are coincidentally the least developed areas.

"Births were either not registered, or they were registered in local churches whose records were subsequently destroyed. In Moslem areas of the Caucasus, it is also possible that the 10-month duration of the Moslem calendar caused some misunderstandings when ages were registered," the researchers said.

The sporadic nature of the Soviet census makes authentication difficult. "Most countries conduct a census at 10-year intervals. The last Soviet census with available data was taken in 1970 and the previous one in 1959. Since the interval is 11 years and the data are reported in five- and 10-year age groups, it is problematic to apply traditional intercensal survival procedures," the authors report.

The new mathematical method applies three pieces of information — the Soviet published death rate at age 60, the estimated maximum life expectancy at age 60, and the total population above age 60 as reported in the Soviet census. It produces new estimates for the numbers of people in all age groups in the Soviet Union who are aged 60 and over.

The researchers do not believe the Soviet government has purposely tried to mislead anyone, but rather that exaggeration by respondents is at fault.

Latin American Television

Latin America is producing more of its own television shows, and relying less on U.S. imports, according to the survey of programs in Mexico, Peru, Brazil, and Venezuela reported at an Institute for Communication Research conference at Stanford University.

Graduate student Livia Antola and Professor Everett M. Rogers said Brazil imported 60 percent of its television programs in 1973, and only 28 percent in 1982. Venezuela dropped from 50 percent to 35 percent; and Chile from 56 percent to 44 percent. Mexico remained at about 50 percent. Slight increases in imported programming were found in Peru and Argentina, from 60 to 70 percent in Peru and from 20 to 33 percent in Argentina.

The increases in Argentina and Peru occurred because fewer local programs were produced after television came under government control in those countries. Smaller nations in Latin America are still heavy importers of programs.

"However, some TV slots that were once occupied by U.S. series are now being filled by Latin American telenovelas and comedies. Some U.S. cartoons, once a major import in Latin America, are now being replaced by Japanese cartoons, which currently make up 7 percent of Chile's and 3 percent of Peru's imports," Antola and Rogers said.

Mexico, Brazil, Venezuela, and Argentina are the most important Latin American producers of television programs. Telenovelas account for 70 percent of their exports, with another 18 percent comedy shows and 12 percent musicals, films, and variety programs.

U.S. programs amount to only about 33 percent of total viewing in Mexico, the authors said. As reflected in the top 10 audience ratings in a sample week for six Latin American countries, audiences prefer locally produced programs, followed by those made elsewhere in Latin America. U.S. productions ranked third.

All of Mexico's top 10 programs are locally produced. In Venezuela, "Pink Panther," rated tenth, was the only exception. In Peru, only "Vegas" in seventh place, made the top 10, and in Brazil, "Hart to Hart" was eighth.

While household incomes are not high in most Latin American countries, "a large number of poor domestic consumers can add up to a profitable market," the researchers said. "In the past decade, the number of TV sets in Latin America has increased about 40 percent."

Their study was based on interviews with 65 TV officials in Latin America early in 1982, and funded by the Stanford Latin American Studies Center. •

INTERNATIONAL
DEMOGRAPHICS

Publisher: Peter Francese
Executive Editor: Bryant Robey
Editor: Doris Walsh
Managing Editor: Caroline Eckstrom
Research Director: Cheryl Russell
Art Director: Carol Terrizzi

International Demographics (ISSN 0731-5414) is published monthly by American Demographics, Inc., P.O. Box 68, Ithaca, N.Y. 14850. Telephone (607) 273-6343. © 1983 by American Demographics, Inc. All rights reserved. Subscription rate $148 a year.

Evaluating a Country's Market Potential

Some basic demographic information can help market planners sort through a list of 50 to 100 countries of passing interest and produce a list of 10 or 20 with the most potential.

In any list, the first step is to separate the countries of interest into one of three categories: underdeveloped, developing or developed.

Underdeveloped countries have an economy based mainly on agriculture. Yet, they are struggling to become self-sufficient in food production. The average woman in most of these countries bears at least five children in her lifetime and fertility is not declining. Underdeveloped countries also have one large city and many small ones, with no middle ground.

Kenya is an example. The average woman has 8 children in her lifetime. Kenya's largest city, Nairobi, has about a million people and its next largest city only half that. Two other cities have more than 100,000 people, but most have 40,000 or fewer people. Fifty-seven percent of Kenya's city population live in Nairobi.

Developing countries are quite different. Their economies are based more on mining and manufacturing. Cities are growing rapidly, and as the large cities grow, medium-sized cities develop throughout the country. The average woman bears fewer than 5 children, and fertility rates are declining, often because of birth control efforts supported by the government. Developing countries represent the greatest opportunities for firms interested in long-term commitments. One example is Brazil. Women there average about 4 children in their lifetime. Twenty years ago Brazil had only 6 cities with populations of more than half a million. Now it has 14 such cities. About half the population lives in cities, but only 16 percent live in the largest city, indicating that the population is distributed throughout Brazil in cities of different sizes.

Developed countries have economies based primarily in services. They are highly urbanized and have many cities of different sizes. Their markets are mature. Their birth rates are low — often fewer than two births per woman — and their populations are aging. They have a large middle class with disposable income and leisure time. The examples are obvious: the United States, Japan, and the Western European countries.

Regardless of the stage of development, all countries present a market opportunity for someone. The four key demographic factors that help identify market potential are average annual growth rate, total fertility rate (the average number of births a woman will have in her lifetime), the status of women, and urbanization.

The Market Potential Matrix shown outlines the way that the four factors, when brought together, can help assess market potential.

Annual Growth Rate

The average annual growth rate tells how many more people a country will have than it had the year before. Countries with an average annual growth rate higher than 2.5 percent may be in a dangerous situation. They often have more mouths than they can feed, life is cheap, and they have little control over population growth. The political instability of these countries is caused, in part, by people who have little to lose by challenging the status quo. At the other end of the spectrum, countries with average annual growth rates of less than half a percent are mature markets with aging populations. Between these extremes are countries growing at a manageable pace, with increasing numbers of people, who can afford consumer goods.

Total Fertility Rate

The second indicator is the total fertility rate — the average number of children each woman is expected to have in her lifetime. The important question is, has this rate declined? It is possible for a country to have a high growth rate, but a declining total fertility rate. Because of the youthful age structure of developing nations, it may take years for a declining total fertility rate to have a significant effect on the growth rate.

Therefore, if the growth rate is high, but the total fertility rate is declining, the country shows promise as a consumer market.

Countries with a total fertility rate of 3 or below are most promising, but even those with rates as high as 3.5 or 4 may have potential if the government's attitude toward family planning is positive and if there has been a decline in the total fertility rate in the past few years.

The Status of Women

The total fertility rate seems inextricably linked with the status of

continued on p. 8

Market Potential Matrix

	Not Presently a Market	*Potential Market*	*Mature Market*
Average Annual Growth Rate	2.5+	1.5 to 2.5	Under 1.5
Total Fertility Rate	5+	2.6 to 5	2.5 or less
Status of Women	Low	Improving	High
Extent Urban	One big city	Several cities	Many cities

Country Profile
Republic of Finland

Sitting naked in a 200-degree room and flicking each other with birch branches before plunging into icy water may not be an American's idea of how to close a deal, but in Finland, such big business is conducted at the sauna. The ritual of the sauna is almost a national obsession: Finland has as many saunas as cars — about one for every four citizens.

Between 1977 and 1981, the value of U.S. exports to Finland increased at an annual average rate of more than 20 percent. Finnish imports from the U.S. had a value of $904 million in 1980, 6 percent of Finland's import market. The U.S. ranks as Finland's fifth largest supplier, after the U.S.S.R. (with which Finland shares an 800 mile border), Sweden, the Federal Republic of Germany, and the United Kingdom. Major purchases from the U.S. in 1980 were office machinery, automatic data processing equipment, and precision instruments, as well as chemicals, plastics, and metals. The U.S. Department of Commerce predicts that the best export prospects in the future will be electronic components; electronics industry production and test equipment; microcomputers (the U.S. currently supplies 20 percent of this market); business equipment; construction and mining equipment; and metalworking equipment.

Finland has remained a western democracy since the end of World War I, yet it is more highly structured than U.S. society. A series of master plans regulate population distribution, building, and commerce. Although Finland has a free market economy based on private ownership, the government plays an important role in the control of economic development.

Finnish exports with which Americans are most familiar — Marimekko fabrics and Arabia china — are part of daily life in Finland. The culture emphasizes elegant and functional design, and shoddy or cheap workmanship are not tolerated.

Regions and Cities

Finland was one of the first countries in the world to take a regular census for statistical purposes. There has been a Finnish census every 10 years since 1750, putting Finland 40 years ahead of the U.S. in its first complete population count.

The Finnish population was 4.8 million in 1980, an increase of 4 percent over the 1970 population of 4.6 million. The entire Finnish population is thus no larger than that in the Philadelphia metropolitan area, in a country about the size of New England, New York, and New Jersey combined (approximately 130,000 square miles). The Central Statistical Office of Finland estimates that the population will equal approximately 5 million persons in 1990 and will not increase much more by the year 2000.

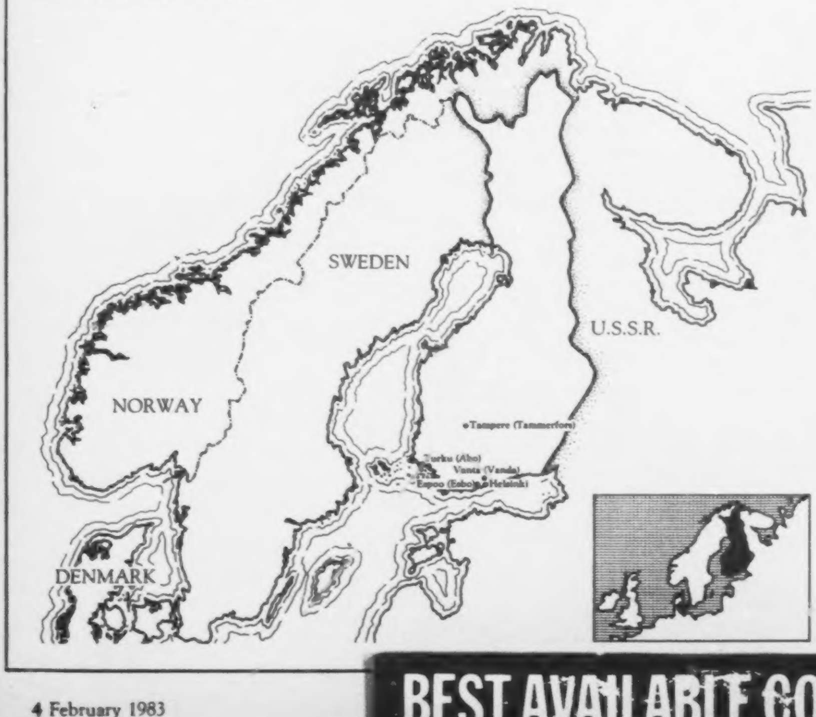
Nearly 60,000 lakes crisscross the southern half of the country, providing important waterways and log-floating routes for Finland's large forestry industry. The largest lake, Suur-Saimaa, covers 1,700 square miles. Nearly three-quarters of the population live in the southern one-third of the country.

Finland is divided into twelve provinces and 464 municipalities, 84 of which are urban. For national and regional planning purposes, the country is divided into 20 regional planning areas with similar economies and geographies.

The three largest cities are spaced about 100 miles apart and form a triangle in southwestern Finland. The city of Helsinki (Helsingfors),

FINLAND

•cities of 100,000 or more population



BEST AVAILABLE COPY

the capital, had a population of 483,000 in 1980, a slight decline from the 510,000 recorded in 1970 when migration from the countryside reached its peak. Tampere (Tammerfors) is the next largest city (166,000 in 1980), followed closely by Turku (Abo) with 164,000 in 1980. Only two other cities had populations over 100,000 in 1980: Espoo (Esbo) and Vantaa (Vanda). Seventy-nine other urban municipalities ranged in size from 2,000 to 95,000 persons.

Helsinki lies on the same latitude as Anchorage, Alaska. Of the world's capitals, only Reykjavik, Iceland, is further north. Half of the metropolitan area (284 square miles) is lakes and forests. Fingers of sea water coming in from the harbor are so solidly frozen by February that cars race on them. Helsinki experienced a massive migration from the countryside between 1950 and 1970. More than 16,000 persons a year, including rural poor displaced by the mechanization of farming and logging, came south to Helsinki. The population almost doubled in 20 years. High-density apartment buildings were constructed quickly, and when the migration slowed in 1970, empty apartment buildings in the central city were taken over by businesses. Helsinki now has nearly 900,000 people in its 10-region metropolitan area, or almost 20 percent of the country's population.

Because of its location at the crossroads of rail, highway, water, and air routes, Tampere is often called the "Manchester of Finland." It is the center of engineering, textile, leather, and shoe industries. Turku is the most important year-round harbor and one of the largest ports.

Ethnicity and Religion

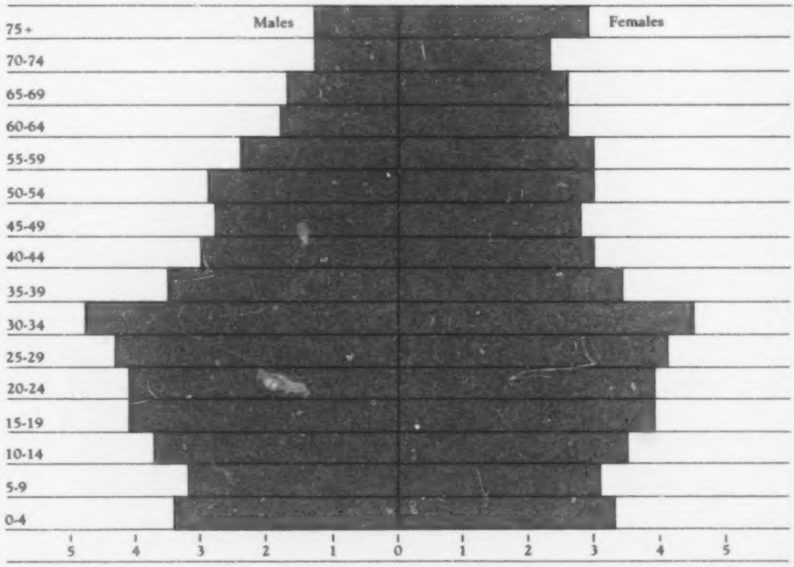
Finland's population is ethnically homogeneous, with no large immigrant population or guest workers. Finns are the major ethnic group. After their arrival from west-central Russia thousands of years ago, the indigenous Lapps were pushed into the more remote north. Finland was a part of Sweden in the 12th Century, at which time Swedish became the dominant language. The Finnish language regained dominance after a surge of Finnish nationalism in the 19th Century. In 1980, 94 percent of Finns spoke Finnish and 6 percent spoke Swedish. Both Finnish and Swedish are official languages, although individual provinces differ by official language. Ahvenanmaa is the one province that uses only Swedish officially, while Uudenmaan, Turun-Porin, Kymen, and Vaasan use both Swedish and Finnish. Finnish is the official language in the other seven provinces. Few tensions exist between the Finnish-speaking majority and the Swedish minority, which is being gradually assimilated.

The Lutheran National Church is the largest religious institution in the country. Ninety percent of Finns are Lutheran, with membership slightly lower in urban municipalities (88 percent) and slightly higher in rural municipalities (94 percent). One percent of Finns belonged to the Greek Orthodox Church in 1980, and 8 percent did not belong to any congregation. Small numbers of Jehovah's Witnesses, Adventists, and Roman Catholics account for less than one percent of the population.

Age Distribution

The U.S. and Finland have similar age structures. Approximately 20 percent of the populations of both countries were under age 15 in 1980, and about 12 percent of both Finns and Americans were 65 or older.

Population of Finland by Age and Sex, 1980 *(in percent)*



Age	*Total*	*Male*	*Female*
All ages	4,787,778	2,314,843	2,472,935
0-4	319,531	163,355	156,176
5-9	300,578	153,930	146,648
10-14	345,100	176,032	169,068
15-19	380,152	194,062	186,090
20-24	381,371	195,409	185,962
25-29	403,524	206,989	196,535
30-34	443,722	228,742	214,980
35-39	331,554	169,800	161,754
40-44	285,468	143,950	141,518
45-49	267,664	133,967	133,697
50-54	280,688	136,509	144,179
55-59	258,819	116,077	142,742
60-64	212,225	88,355	123,870
65-69	205,910	82,169	123,741
70-74	173,942	64,474	109,468
75+	197,530	61,023	136,507

Source: Central Statistical Office of Finland

Life expectancy at birth is 69 for men and 78 for women, almost exactly the same as in the U.S.

The annual rate of population growth was a low 0.4 percent in 1980. Finland's birth rate was 13 per 1,000 population and the death rate was 9 in 1980. The infant death rate was only 8 deaths per 1,000 live births because of Finland's social welfare system which provides free medical care to all citizens. As in the U.S., the leading causes of death in Finland are heart disease, strokes, and cancer.

Immigration plays a minor role in Finland's rate of population growth. In 1980, the number of people moving out of the country exceeded the number of people moving in by 1,000. Approximately 2,000 emigrants obtained passports to leave the country in 1980. This is an underestimate of the number who actually left, however, since passports are not required for migrants among the Nordic countries whose moves were related to work.

Households and Families

There were 1.8 million households in Finland in 1982, with an average size of 2.6 persons. Finnish and American household structures are similar: Slightly over one-quarter of all households consisted of one person, and the next most common household size was two (23 percent). Households with three or more persons (the majority of which contain one or more children) constituted the other 50 percent of households.

Finland had about 1.2 million family households in 1978. One in four families were childless couples (either legally or consensually married); 61 percent were married couples with children; and 13 percent were "lone" women with children.

Labor force participation among women with children has risen steadily since 1960, increasing the demand for day care. Over half of all day care was provided by a member of the family or a hired babysitter. The other 50 percent of day care was provided by local authorities or family day care organizations. The number of day care centers for children under 7 doubled during the 1970s. However, less than half the demand for day care was met by 1976. There also is demand for 24-hour care for children under 7, and for part-day care for school children aged 7 to 10.

Housing

Like Americans, Finns prefer single-family detached homes. But because of limited housing, Finns do not achieve their preferences as easily as Americans. Fewer than 10 percent of Finns live in a single-family dwelling, compared with over 60 percent of Americans.

There were 1.6 million housing units in Finland in 1975, a slight increase from the 1.5 million reported in 1970. Twelve percent of all units in 1975 consisted of one room; 20 percent consisted of two rooms; about 30 percent had three rooms; and the remaining 40 percent had four or more rooms. Housing units are small by American standards — the average living space was 210 square feet (compared with about 1,000 square feet in the U.S.).

Of the 20,000 residential buildings constructed in 1980, 80 percent were single-family homes; 5 percent were two-unit homes; 10 percent were terraced houses (with an average of six housing units each); and 5 percent were blocks of flats (with an average of 25 housing units each). Approximately half of all buildings are made of wood and half of stone.

Most Finnish housing units have modern facilities: 84 percent had running water; 74 percent had central or electric heat; and 62 percent had complete bathrooms in the late 1970s. But 20 percent of the housing stock was listed as having "no equipment" in 1975.

Sixty percent of housing units were owner-occupied in 1975, and 36 percent were rented or provided by the tenant's employer.

Literacy and Education

Literacy in Finland is almost 100 percent. Poetry and literature are important to Finns, and for its size, Finland is one of the most active publishing countries in the world.

Education is free through the university level. In the mid-1970s, the educational system was reformed with the goal of equalizing educational opportunities. Beginning at age 7, all Finnish children are required to attend a "basic school" for nine years. After completing the basic courses, children may drop out of school or continue their education in either academic or vocational classes.

Few children end their schooling at the basic level. About 40 percent of the population aged 16 and 17 is enrolled in senior secondary schools and 30 percent are enrolled in vocational schools. By age 18, 35 percent of the population is still in the academic track and 20 percent are in vocational education. Among those aged 19 and over, about 20 percent attended one of Finland's 17 universities in 1978.

Forty percent of the population aged 15 and over had completed either an academic, vocational, or university education in 1980. Educational attainment is almost identical for men and women, and varies only slightly by province. Five percent of the Finnish population aged 25 and over had completed a university education in 1980 (vs. 6 percent in the U.S.). About 11,000 students graduated from universities in 1980, one-half of whom were women. The majority of graduates in the fields of humanities and teacher education were women, while the majority of graduates in the fields of engineering, natural science, agriculture and forestry were men.

The proportion of women with doctorates rose during the 1970s, and by 1978, one-quarter of doctoral degrees were awarded to women.

Health and Social Welfare

Finland has an extensive social welfare system. In addition to a variety of pension and assistance programs, the system includes a comprehensive health insurance program that covers the entire population. The welfare system absorbs about one-fifth of the national income.

Public assistance is provided in the form of social relief, child welfare, care of vagrants, and care of alcoholics and drug addicts. Drinking to get intoxicated, called "bad sisu," is considered a social problem in Finland. The majority of arrests in

Carol Spence

this relatively crime-free country are the result of alcohol-related incidents. Social relief includes such categories as old age, unemployment, disability, and "an unsocial way of living." Such cases numbered 98,000 in 1979. Over 600,000 families received some form of child allowance in 1980. Approximately 63,000 families received maternity benefits in 1979.

Labor Force and Income

Finnish attention to the quality of life is reflected in their labor laws: every worker must have window light. Such laws also are a result of the high level of organization among workers. Nearly 90 percent of Finland's labor force is unionized, one of the highest rates in the world.

Sixty-four percent of Finland's working age (15 to 74) population were in the labor force in 1981. This included 2.2 million employed persons and 127,000 unemployed persons. Of those not in the labor force (1.3 million), 30 percent were students and 14 percent "performed domestic work." In the U.S., 61 percent of persons aged 16 and over were in the labor force in 1981.

Finland's female labor force participation rate is higher than that in the U.S. Sixty percent of Finnish women were in the labor force in 1981, compared with 52 percent of U.S. women. Women comprised 47 percent of Finland's labor force and 43 percent of the U.S. labor force in 1981.

Manufacturing (mainly wood and steel products) is the main industry in Finland, and employed 28 percent of the labor force in 1981. Another 26 percent were employed in service occupations. The next largest industry, trade, employed 14 percent of the labor force. Although more than 70 percent of the country is forested, only 11 percent of the labor force works in the agricultural and forestry industries. The remaining 20 percent of the labor force are employed in construction, transportation, and finance.

Average yearly salaries for all full-time workers equalled 34,000 markka (mk) in 1978, or about $9,200. Men earned somewhat more than women: $10,800 vs. $7,300. Average earnings per hour for manufacturing workers was 24 mk ($6.50) in the third quarter of 1981. This hourly average translates into a monthly salary of roughly $1,038 or a yearly salary of about $12,000 (U.S. $ equalled 3.7 mk in 1980). Office workers are salaried by the month, and their average monthly wages were $1,190 for men and $814 for women in 1980.

Finns pay about one-third of their income in taxes. Average household income in 1978 was about $11,350. Income tends to rise with household size, reflecting the presence of more wage earners. For example, one-person households averaged only $5,730 per year, while households with 6 or more persons averaged almost $19,000 per year in 1980.

Transportation, Communication and Consumption

Finland's road network is well maintained; nearly all major highways and most secondary roads are paved. The country also has efficient rail and long-distance bus service. The number of cars grew by 68 percent between 1970 and 1980, to 1.2 million, or one for every four persons. One-quarter of Finland's cars are imported from the Federal Republic of Germany and another 20 percent are from Japan. Cars from the U.S. account for only 1 percent of the total number registered. There were 52,000 trucks, 9,000 buses, 97,000 vans, and 43,000 motorcycles registered in Finland in 1980.

The Finnish Broadcasting Corporation (Oy Yleisradio Ab) is a controlled corporation in which the government is the major stockholder. There also is a privately owned commercial television company (MTV) that leases its broadcasting time from the government's controlled company. Both carry advertising and are the only Nordic television stations to do so. Programs are broadcast in Finnish and Swedish. There are about 3 television sets for every 10 Finns.

The circulation of Finland's 89 daily newspapers is about 2.6 million. About 93 percent of the adult population read newspapers. Advertising is the chief source of income for these publications, accounting for 73 percent of their revenue. The largest selling newspaper is *Helsingin Sanomat*, published in Helsinki, with a daily circulation of 400,000 in 1981. Other major papers are the dailies *Aamulehti* (in Tampere), *Turun Sanomat* (in Turku), and *Maaseudun Tulevaisuus* (in Helsinki), each with a circulation of about 130,000 in 1981. In addition to these dailies (the Finnish Newspaper Publishers' Association considers any paper that appears three or more times a week a daily), there are approximately 1,000 other periodicals, including some 100 general interest magazines.

Finland had 361 cinema theaters in 1981. There were 164,000 movies shown in 1980, and Finns saw an average of two shows each. Finnish theaters carry advertising, as do most Scandinavian theaters. Most advertising consists of short commercials of 30 seconds or less. This form of advertising is considered particularly effective in reaching young people.

The average Finnish household spends one-quarter of its income on food and about 18 percent on housing. Sixteen percent is spent on transportation and communication, and 7 percent on household goods and services. Clothing and footwear account for 8 percent of expenditures, recreation and studying for 9 percent. Another 1 to 4 percent each is spent on beverages, tobacco, fuel and light, and health services. Finland has the highest per capita consumption of coffee of any country in the world: 28 pounds per person annually, or five cups a day for every man, woman, and child. (The U.S. average is only half that much.)

Sources of Information

Data from the 1980 Finnish census are summarized in the recently published *Statistical Yearbook of Finland, 1981*, available in English from the Central Statistical Office of Finland. Their address is Annankatu 44, PL 504, 00100 Helsinki 10, Finland. The telephone number is 90-17341. The office is open Monday through Friday from 8:00 to 4:15, and from June through August from 8:00 to 3:15. Helsinki is seven time zones ahead of eastern standard time.

Another helpful publication is *Position of Women: Statistical Survey No. 65*, published in Helsinki in 1980. Publications are sold by the Government Printing Center, PL 516, 00101 Helsinki 10, Finland. Their phone number is 90-539011.

The *Statistical Yearbook* is a 517-page volume and covers the topics of finance, trade, industry, and politics in addition to the demographic data used in this report. The Central Statistical Office also publishes a pocketbook summary of statistics titled "Finland in Figures, 1981."

Other Finnish sources of data are the Finnfacts Institute at Yrjonkatu 13, 00120 Helsinki 12; telephone, 90-171596, and the Finnish Foreign Trade Association at Arkadiankatu 4-6B, 00100 Heksinki 10; telephone, 90-6941122.

Recent sources of data on Finland from the U.S. Department of Commerce are the Foreign Economic Trends report (July 1982), FET 82-057 ($1.50) and the Overseas Business Report (November 1981), OBR 81-33 (n.p.). Both are available from the Publications Sales Branch, Room 1617, U.S. Department of Commerce, Washington, D.C. 20230. There also is a brief summary on Finland in the Overseas Business Report titled "World Trade Outlook for Europe" (September 1982), OBR 82-15 (n.p.).

The U.S. Department of State published a profile of Finland in its "Background Notes" series (May 1982). This seven-page summary can be ordered from the U.S. GPO as Publication No. 8262 (n.p.).

Godfrey Baldwin, of the U.S. Census Bureau's Foreign Demographic Analysis Staff, is the specialist for Finland. His telephone number is (301) 763-4025. •

—Daphne Spain

Evaluating/*con't from p. 3*

women, and that status should be considered when assessing market potential.

Again, demographics are the key. Do women have access to education? How many are enrolled in primary and secondary school? Is education compulsory for both men and women? At what levels? How many women participate in the labor force? In what kinds of jobs? Is there a great variation between the literacy rate of men and women?

It is difficult to find the answers to all these questions quickly, but three numbers that are readily accessible are the percentage of women enrolled in secondary school, the percentage of women in the labor force, and the percentage of women who are illiterate.

If women are a valued and integral part of society, the country's long-term potential is more promising than if they are treated like chattel. If only 2 percent of the women attend secondary school, as in Nepal, and 98 percent are illiterate, chances are good women are not valued in that society.

Urbanization

The fourth factor is a country's urbanness, not just percent urban, but size of the city and how cities are distributed around the nation. Paraguay, Ethiopia, and Malaysia are examples of countries with only one large city. The best opportunities are in countries that have city patterns similar to that of a large state in the United States. Take New York, for example. There is one large city of several million — New York City; three or four of more than 500,000 — Rochester, Buffalo, Syracuse, and Albany; and a dozen cities of 25,000 to 100,000 people — Binghamton, Massena, Newburgh, and Garden City, as examples.

If the cities don't exist now, look at projections for the next 15 to 20 years. Are some cities, now barely more than villages, expected to grow larger? Are there several cities that are active and growing, or just one enormous metropolis that attracts all the migrants from rural areas?

Mexico City is an example of a rapidly growing city. But at the same time it is growing, so are other Mexican cities. By the year 2000, Mexico is projected to have 9 cities of 1 to 5 million people, 13 cities of 500,000 to 1 million and 6 with 300,000 to 500,000 people. That is 28 cities of more than 300,000 people, half of which had fewer than 100,000 people just 20 years before.

Combine these four indicators — average annual growth rate, total fertility rate, status of women, and the extent of urbanization — and a quick overview of a country's market potential is provided. •

—Doris Walsh

Sources

Where to Learn About Foreign Trade

In the near future, exporting and importing will be as routine for the American small business owner as it is for his counterpart in Europe or the Far East, says forecaster John Naisbitt, publisher of the Trend Report and author of *Megatrends: Ten New Directions Transforming Our Lives.* Our economy is beginning to mesh with a more global structure, as the U.S. share of world manufacturing declines and we become specialists at information processing, according to Naisbitt's thesis.

With or without megatrends, many domestic businesses are already looking toward overseas markets, particularly with the current domestic droop.

Since 1960, world trade centers and regional trade forums have proliferated across the U.S. There now are 31 trade centers operating worldwide with another 10 under construction, according to World Trade Association spokesman, Thomas Kearney.

Some domestic centers for international trade are attracting smaller companies which haven't yet put their toes in the water. Joseph Andrews, Executive Director of the International Business Center of New England, sees international trade as a "necessity" for New England companies in the future. "I want the (New England) center to be the first place companies call when they have a question."

Meanwhile, the International Trade Center of New Orleans is reestablishing that city's reputation as "Gateway to the Americas" by sponsoring new trade missions to Latin America.

There are well-developed educational programs and information services at many U.S. centers. Here's a rundown on some of those locales and what's available:

THE WORLD TRADE INSTITUTE, NEW YORK
The World Trade Center
Suite 63 West
New York, NY 10048
Tel: (212) 466-8278

The World Trade Institute, says Administrative Manager, Bob Falcey, is not a data center, but it offers seminars and over 180 conferences a year on every topic of world trade, including financing, marketing, international law and taxation — for which it is well-known. Attendees usually are people in the middle to upper levels of management in their companies, many of whom are retooling for new positions.

A second activity of the Institute is the Evening School of World Trade. It provides job-oriented training for people involved in transportation, documentation and many of the logistics of international trade and transport. Courses run on a tri-mester basis for 12 weeks and include such topics as export operations; customs brokerage; ocean transportation; importing techniques; and export trade development. The Evening School attracts many smaller businesses just breaking into the international market and draws people who want to build up their area of specialty, says Falcey.

The Institute also has a competitive language training school. A fourth activity is the Export Development and Information Program for foreign nationals of developing countries.

Students and visitors are permitted use of the Institute's library, but library services are not marketed to the public. The Institute will do research for a fee, using the resources of its 40 regular staffers and 60 retained specialists.

INTERNATIONAL BUSINESS CENTER OF NEW ENGLAND, INC.
22 Batterymarch St.
Boston, MA 02190
Tel: (617) 542-0426
Exec. Dir: Joseph Andrews

This Center has 350 member companies and has offered seminars in every facet of international business for 27 years. Forty-five seminars are scheduled for 1983. Members receive counseling in foreign trade and personnel training through referral to other members. The Center also hosts country briefings in cooperation with the development boards of other nations. Membership in the Center is $250 for smaller firms or service organizations and $450 for larger industrial organizations.

THE INTERNATIONAL BUSINESS FORUM, INC.
42 So. 15th St., Suite 315
Philadelphia, PA 19102
Tel: (215) 568-2710
Exec. Dir: Danielle Shepherd

Modelled after the New England Center, the International Business Forum of Philadelphia is a membership organization of 80 corporations drawn from Pennsylvania, New Jersey and Delaware. It conducts some 45 seminars, workshops and briefings each year on international business management. The Forum maintains a trade library at its headquarters and offers a referral service. It was organized six years ago by a group of senior executives in order to link the expertise and resources of the region. "We also sponsor a roundtable activity whereby business and government leaders can work toward a better trade environment," says Director Danielle Shepherd. Today there are 600 members in three categories: sponsoring members: $1,750; regular members: $750; and small business memberships: $300.

THE WORLD TRADE CENTER, BALTIMORE
Baltimore, MD 21202
Tel: (301) 659-4545
Dir: Richard C. Anderson

The Baltimore World Trade Center, which houses some 90 companies doing international business, sponsors the Council of Foreign Affairs with the University of Maryland and offers seminars once or twice monthly. A modest library of import/export directories is available.

ORLANDO WORLD TRADE CENTER
4805 Sand Lake Road
Orlando, FL 32809
Tel: (305) 351-0999
Exec. Dir: Margie Varney

Formerly housed with the Orlando Chamber of Commerce, the Orlando World Trade Center now has its own headquarters with a large auditorium and warehouse space and is developing a library of trade directories. The Center hosts eight seminars each year, as well as receptions for trade missions. There are about 200 members. Fees are $100 per year for companies and $25 for individuals.

WORLD TRADE CENTER, HOUSTON
Suite #239
1520 Texas Avenue
Houston, TX 77002
Tel: (713) 225-0968
Exec. Dir: Bernard Murphy

With 650 member firms "we're one of the major international networks in Houston," says Mary Archer, Director of Marketing and Information for the Houston center. The 52-year-old association traditionally was involved with the Port of Houston and maritime trade. But the presence of the oil service industry and the growth of interest in overseas trade among many Houston businesses has stimulated new plans for the trade center. "We'll be expanding our business referral and educational services over the next three years," says Archer, who adds that area interest in overseas markets has mushroomed in the 1970s.

Conferences

Corporate Planning

The San Francisco Chapter of the American Marketing Association will host a joint conference with the European Society for Opinion and Market Research and the Japan Marketing Research Assn. at the Westin St. Francis Hotel in San Francisco, April 17 to 20. The conference will focus on the corporate planning process and market research's contribution to it in three cultures. Panels on such topics as "Understanding and Predicting Changes in Consumers' Needs as a Basis for Long-Term Planning," will include business participants from Europe, the U.S. and Japan.

Information is available from the San Francisco Chapter, American Marketing Assn., 681 Market Street, 1055, San Francisco, CA 94105. Telephone (415) 495-4063.

"The industrial mix here is different (than in New York) and we can offer a different emphasis in the kind of information we provide. We are also realizing the need to look toward the needs of smaller companies," says Archer.

The Houston center sponsors regular luncheons and offers seminars in cooperation with such others as the Council of the Americas and the International Business Council of the International Chamber of Commerce.

CLEVELAND WORLD TRADE ASSOCIATION
690 Union Commerce Building
Cleveland, OH 44115
Tel: (216) 621-3300
Vice Pres: Lother A. Koeberer

The Cleveland World Trade Association is a membership organization formed as part of the Greater Cleveland Growth Association. Most programs are open to non-members for a fee. The association has a reference library with a catalog available to members and visitors. The trade association offers a monthly speakers program and an export workshop twice monthly with the U.S. Department of Commerce. There also is the annual Cleveland World Trade Conference, which attracts about 1000 people.

"We appeal to the small and medium-size companies, although there are many large corporations in our membership," says Edward Ollick, Manager of International Trade and Business Development for the GCGA. "Cleveland is small enough that most groups who work in international trade all cooperate," he says. The trade association has over 200 members from the 7-county area and plans to double its membership in the coming year. Resident memberships are $75/year and non-resident memberships are $40.

INTERNATIONAL TRADE MART OF NEW ORLEANS
New Orleans World Trade Center
2 Canal Street
New Orleans, LA 70130
Tel: (504) 529-1601
Mgn. Dir: Eugene Schreiber
Schreiber

Founded in 1945, the International Trade Mart is the oldest of the U.S. world trade centers, with almost 1,700 members. The 33-story center is a private, non-profit and non-government affiliated organization located in the Port of New Orleans. It houses a wide range of agencies and businesses, including foreign consulates. Its members are largely in the two-state area of Louisiana and Mississippi.

The trade mart links buyers and sellers through overseas trade missions to Latin America, Europe and the Far East. It recently sponsored a mission to Mexico's Gulf Coast in anticipation of that government's new Industrial Ports Program. The trade mart makes all travel arrangements and business appointments for participants.

The International Trade Mart also has a well-established seminar program (approximately 20 per year) on topics ranging from arbitration to irrigation.

"World News Business Briefings" occur periodically on topics in the news. The center offers foreign language instruction in Spanish and French, hosts foreign delegations, offers exhibit and dining facilities and provides a career exploration program for international students in the New Orleans area.

The trade mart publishes an eight-page monthly, "Foreign Business Leads," listing import, export and overseas investment opportunities; and another monthly publication, "Washington News for International Executives," monitors the government's activity as it affects trade.

A directory of all World Trade Centers is available from Paul A. Fabry, Chairman, Committee on Clubs and Associations, International House — WTC, P.O. Box 52020, New Orleans, LA 70152. •

—Susan Bernstein

Publications

GLOBESCAN II, Glastonbury, CT: The Futures Group, 1982, 2 vols., 1155 pp., $775.

This report, mentioned in the September 1982 *International Demographics*, recently became available and has two important features: income projections and The Futures Group's analysis of trade and investment opportunities in 26 developing or newly industrialized countries.

Changes in income per capita are projected to the year 2000 along with population by age and sex, urban population, households and household size, GNP, and labor force.

These volumes are best for comparative analysis of such items as population, education, health, the general economy, and mineral, coal and oil reserves — and the publications should be especially useful to companies screening several countries for particular characteristics or potential.

A 15-day examination and trial period is offered. Payment accompanying an order earns a $35 discount on the total price. Shipment outside of North America is $30 extra.

Eurostat Review, 1971-1980, Luxembourg: European Community, 1982, 238 pp., $13.

Population statistics are included as one of six sections in this annual volume. Other sections include national accounts, government receipts and expenditures, industry and services, agriculture, forestry and fisheries, and foreign trade.

Statistics in each category are included for the European Community as a whole, and for each of the 10 member countries plus, in most cases, Japan, the United States, Spain, Portugal, and Sweden.

The 47-page section on population and social conditions includes tables on total population by sex, percent over and under age 65, births and deaths, population change, marriage and divorce. The age section is not useful for researchers who need single-year-of-age or five-year age groups by sex.

One table shows ownership of cars, color television sets, and dishwashers. For example, the highest concentration of dishwashers is in Denmark where, in 1979, 18 percent of households had one. Compare that with the U.S. where, in the same year, 26 percent of households had dishwashers.

The section on education and training offers data on the number of persons receiving an education at specific levels. Employment information includes the number of persons working in various industrial categories, total labor force by sex, unemployment by sex, and social security protection. Data on labor costs are also given.

Because the data are presented in a time series, it is possible to identify trends — women in the labor force, for example, or a shift from an agricultural-based economy to a service-based economy.

More detailed demographic statistics are presented, however, in the volume entitled Demographic Statistics, which the European Community produces annually.

The Review can be ordered from the European Community, 2100 M St., N.W., Suite 707, Washington, DC 20037.

Differentials in Age at First Marriage by James McCarthy (part of the World Fertility Survey series of Comparative Studies) Voorberg, Netherlands: International Statistical Institute, 1982, 49 pp. inc. tables, no price given.

The first marriage is considered a demographic milestone because it signifies a change in the lives of men and women. Demographers assume that age at first marriage is the first time a woman is exposed to childbearing. But that is not the case in all cultures, as this study points out.

In some Asian societies, for example, young girls may marry, but not live with their spouses until they have reached puberty. In some Latin American nations, on the other hand, people may live together without formally marrying. That same pattern is now becoming true in the United States and some European countries.

This study is particularly concerned with comparing the variations from country to country and within a country, based on education and rural or urban residence.

It often is assumed that when a society moves from early marriage to late marriage, and from high fertility to lower fertility, the transition to a modern society is taking place. This report uses the educational attainment of women and their residence in either an urban or rural area to separate populations into modernized and non-modernized segments. Asian countries included in this study are Bangladesh, Fiji, Indonesia, Jordan, Korea, Malaysia, Pakistan, Philippines, Sri Lanka, and Thailand.

Latin American countries considered are Colombia, Costa Rica, Dominican Republic, Guyana, Jamaica, Mexico, Panama, and Peru.

IASSIST

There is a call for papers for the 1983 annual meeting of the International Association for Social Science Information Service and Technology (IASSIST) which will be held at the Warwick Hotel in Philadelphia on May 19 to 22. Papers will be presented in the areas of data services, hardware and software, and data files. For more information, contact Sue Dodd, Program Chair, Institute for Research in Social Science, Rm. 25, Manning Hall 026A, University of North Carolina, Chapel Hall, NC 27514. Telephone (919) 966-3346. Letters of intent or abstracts are due Feb. 15.

APLIC International

The Association for Population/Family Planning Libraries and Information will hold its 16th annual conference April 12 through 14 at the Pittsburgh Hilton, Pittsburgh, PA. Included among the sessions will be an overview of several demographic surveys and a migration course structured especially for information managers. For more information, contact Dr. Susan Pasquariella, Head Librarian, Center for Population and Family Health, Columbia University, 60 Haven Avenue, New York, NY 10032. Telephone (212) 694-6985.

The Ten Million Club

Most countries in the world do not have the proliferation of media common in the United States. Communication with consumers is difficult in some countries and next to impossible in others.

In the majority of the 56 largest nations, radio is the most commonly available medium for advertising. But even with radio, care must be exercised. In some countries, all stations are government-owned and either there is no advertising or only ads approved by government officials are allowed.

In countries where radios and televisions are licensed, there may be more sets than the number registered, because people avoid licensing them to avoid paying the fee.

Of the industrialized nations, people in the United States, Canada and Australia were most likely to have a radio in 1979. In the U.S., there are two radios for every person, and in Canada, Australia, and the United Kingdom, almost every person owns a radio.

The rest of the world is not as dependent on television as is the United States, although even in places where electricity is not available, television often is. In the U.S., in 1979, 6 of 10 people owned a television set. The numbers are even higher now, but 1979 data are presented here for comparability.

With the exception of Romania and Yugoslavia, where proportions are even lower, only 2 of every 10 people in Europe own a television set.

Again, it is difficult to assess the use of television as an advertising or information medium because many stations are controlled by the government. In some countries — France is an example — where limited advertising is allowed, firms sign up months in advance for television time. They then have to accept the time they are assigned with no control over when the commercial messages will be aired or how much time they will be given.

Among people in developing nations, Latin Americans are most likely to have access to a television set. In 1979, Argentina had the highest number of sets per 1000 people; in every country except Peru and Colombia, at least 1 in 10 people owned a set. Contrast this with the Philippines or Thailand where only about 1 in 50 persons owns a TV set.

Cinema advertising is an important medium in countries such as France, Spain, Italy, and Sri Lanka. So cinema attendance, particularly among the young, is an important statistic for advertisers. Likewise the availability of telephones is an indicator of whether survey research by phone is a realistic possibility.

As with all surveys, the numbers here are only a starting point. There usually are vast differences between rural and urban areas, in the ability of the populace to afford media, and in the variety available. Even so, the data provide an idea of the availability of communications media in the 56 largest nations. ●

Communications

(L) - licenses (vs. receivers)

	Radios in use/1000 1979	*TVs in use/ 1000 1979*	*Number of Daily Newspapers 1979*	*Telephones per 100 people 1981*	*Annual Cinema Attendance per capita*
AFRICA					
Algeria	168	39	4	2.5	2.3
Egypt	132	32	9	1.2	1.8
Ethiopia	7	1	5	0.3	—
Ghana	106	4	5	n.r.	0.1
Kenya	35	4	3	1.2	0.6
Morocco	108	39	9	n.r.	2.0
Mozambique	25 (L)	0.1	2	n.r.	—
Nigeria	74	6	15	n.r.	—
South Africa	94 (1978)	69	22 (1970)	12.1	—
Sudan	74	6	3	0.3	0.2
Tanzania	28	0.3	2	0.6	0.2
Uganda	19	5	1	n.r.	0.2
Zaire	5 (1978)	0.3	6	n.r.	—
ASIA					
Afghanistan	40 (1978)	1	14	—	—
Bangladesh	8	0.5	30	—	—
Burma	21	—	7	—	—
China	15 (1970)	3	—	—	—
India	34 (1978)	1 (L)	1087	0.4	—
Indonesia	40 (L)	8 (1978)	106	—	0.8
Iran	65 (1978)	54	24	3.2	0.8
Iraq	157	47	5	—	—
Japan	777	245 (L)	178	49.4	1.4
Korea (N)	—	—	11	—	—
Korea (S)	402 (1978)	151 (L)	29	9	2.0
Malaysia	150	64	44	4.4	2.7
Nepal	18	—	29	—	—
Pakistan	66	9	119	—	2.5
Philippines	45	21	19	1.1	7.5
Sri Lanka	47 (L)	—	22	0.6	4.8
Taiwan	—	—	—	17.7	—
Thailand	128	17	18	1.1	—
Turkey	97 (L)	70 (L)	1115	4.2	1.9
Vietnam	—	—	3	—	5.1
NORTH AMERICA					
Canada	1104	466	126	67.1	4.0
U.S.	2040	635	1787	83.7	5.1
LATIN AMERICA					
Argentina	387 (1978)	176	133	10.3	2.5
Brazil	295	126	328 (1978)	6.3	—
Chile	297	112	38	5.0	1.8
Colombia	114	76	200 (1978)	6.0	2.8
Mexico	288	108	59	7.5	4.0
Peru	145	49	69	2.8	—
Venezuela	414 (1978)	127	69	—	—
EUROPE					
Czechoslovakia	291 (L)	256 (L)	30	[illegible]	5.6
France	337 (L)	292 (L)	106 (1970)	45.9	3.3
Germany (E)	376 (L)	264 (1970) (L)	30	[illegible]	4.8
Germany (W)	370 (L)	337 (L)	1093 (1970)	[illegible]	2.2
Hungary	243 (L)	249 (L)	27	11.8	6.7
Italy	240 (L)	231 (L)	73 (1970)	33.7	5.6
Netherlands	308 (L)	293 (L)	60	50.9	2.2
Poland	240 (L)	216 (L)	44	9.5	3.3
Romania	145 (L)	163 (L)	35	n.r.	8.6
Spain	258	253	116 (1970)	3.1	5.5
U.K.	931	394	120	49.7	2.3
Yugoslavia	209 (L)	189 (L)	27	9.6	3.4
U.S.S.R.	473	303	639 (1970)	8.9	15.9
Australia	1039 (1978)	383	63	52.6	—

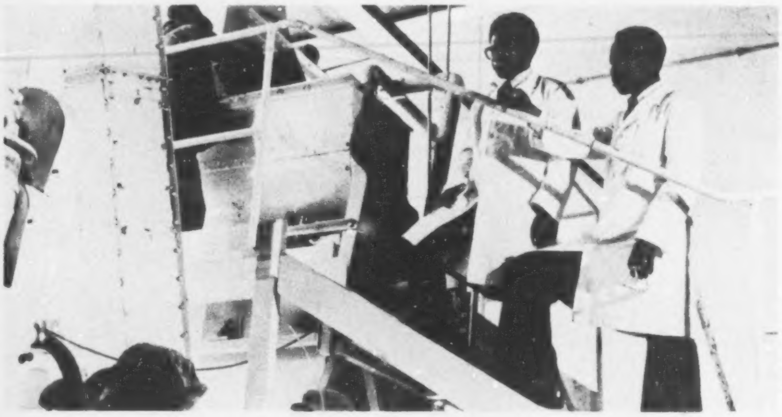
Source: TV's, Radios, Newspapers and Cinema: Unesco Statistical 1981 Tables 11.2, 11.4, 8, 16, 10.3 Telephones: The World's Telephones, a publication of AT&T's Long Lines.

BEST AVAILABLE COPY

CO 200-1 3/8/83

INTERNATIONAL DEMOGRAPHICS™

Vol. 2, No. 3 March 1983



Candace Blanton

Outward-Looking Countries Have Best Growth Opportunities

Sixteen developing countries that fall into the "second-tier" of countries that are not yet classified as "newly industrializing countries" have been identified by the Organization for Economic Cooperation and Development (OECD) as achieving a breakthrough in exports during the 1970s — at a time when world manufactured exports were growing at only half the rate they had in the 1960s.

The 16 countries each had exports in 1979 worth between $100 million and $2 billion. They also had at least a 13 percent annual average growth in the value of their exports from 1972 to 1978, equal to the annual growth rates of "newly-industrializing countries." (The OECD classifies Brazil, Singapore, Korea, Taiwan, Hong Kong, and Yugoslavia as "newly-industrializing countries" or NICs). The 16 second-tier countries are Chile, Cyprus, Haiti, Indonesia, Jordan, Macao, Malta, Mauritius, Morocco, Peru, Sri Lanka, Tunisia, Uruguay, Malaysia, the Philippines, and Thailand.

The success of the second-tier countries is attributed to their "outward-looking growth policies" which recognize the importance of exporting goods manufactured in their countries even if the raw materials must be imported first. They are looking outward rather than trying to become self-sufficient and distributing goods only within their own borders.

In addition, these countries have other qualities in common, according to the OECD. Among them are "a disciplined, educated, and skilled urban labor force, an active and efficient entrepreneurial class, and a stable political system."

Excluded from the list are some countries not yet newly-industrializing that had more than $100 million in exports, but whose growth was less than 13 percent. Countries not included are China, Iran, Jamaica, Kuwait, Lebanon, Liberia, Nigeria, Saudi Arabia, Trinidad and Tobago, and Venezuela.

Source: *OECD Observer*, Nov. 1982, Organization for Economic Cooperation and Development, Department OBS, 2 rue Andre-Pascal, 75775 Paris Cedex 16, France. 6 times a year, $11 (plus $4.85 for airmail). ●

Inside

Israel's problems compounded by demographics 3
Australia: From slurbs to water sports 4
Publications 9
Regions 12
Sources: How good are the data? 16

COUNTRY PROFILE AUSTRALIA

Around the World

Fertility Report

Latin American women are having fewer children according to a new study of fertility trends in the 1980s, by the Latin American Demographic Centre (CELADE) reported in the United Nations Fund for Population Activities newsletter.

CELADE is a section of the United Nations Economic Commission for Latin America. Only four countries had total fertility rates of more than six children: Boliva, Ecuador, Honduras, and Nicaragua. The total fertility rate is the average number of children born to a woman in her lifetime, given constant fertility rates.

Countries with less than three children per woman are Argentina, Cuba, and Uruguay, Brazil, Colombia, Costa Rica, Chile, Panama and Venezuela have moderate total fertility rates — 3 to 4.7 children per woman.

In El Salvador, Guatemala, Haiti, Mexico, Paraguay, Peru and Dominican Republic, rates are considered very high, 4.8 to 6 children per woman.

More than half of the 354 million people in Latin America in 1980 were in the moderate or low fertility goups.

CELADE says that Latin America's fertility will continue to drop if urbanization, education levels, and women's participation in the labor force continue their upward trend. The use of contraceptives also is important. In Costa Rica, for example, 78 percent of women aged 20 to 49 years old reportedly used contraceptives.

Japan's Working Women

Women of almost all ages in Japan are going to work in greater numbers and staying on the job longer, according to a recent Ministry of Labor study.

Fewer women are quitting their jobs to get married, and many more are continuing to work even after they have children.

In the 30 to 34-year-old group, the ages traditionally associated with child rearing in Japan, the percentage of women working increased from 17 percent in 1960 to 29 percent in 1980. There also were increases in the same period among 25 to 29-year-old women, where the percentage of women working rose from 22 percent to 38 percent, and in the 35 to 39-year-old category where the increase was from 16 percent to 34 percent. The largest increase, 21 percent, is in the 40 to 44-year-old group, where the percentage of women working increased from 16 percent in 1960 to 37 percent in 1980.

As in the United States, Japanese women still are earning less than their male counterparts, with an average monthly wage in 1981 that was 53 percent of men's.

Source: *The Asian Wall Street Journal Weekly*, Dec. 13, 1982, 22 Cortlandt St., New York, NY 10007, $125/year.

Population Assistance Gets Attention from House

Eighty-five members of the House of Representatives have expressed concern that the FY1984 budget for population assistance to foreign countries is far below what is needed.

In a letter to President Reagan, the House members acknowledged the President's recognition of the problem of rapid population growth in the third world, but said that his calls for assistance are "being undercut by some individuals in Washington who do not understand either the national security or the humanitarian implications of U.S. support for voluntary family planning programs abroad."

The House members say that the $211 million FY1982 budget appropriation was about $200 million shy of the funds needed to fill documented needs this year. A 14 percent cut, for example, has taken place in funding for Latin American countries, a region the letter's signers called "key to U.S. interests."

"Population and family planning assistance is considered to be both cost effective and highly successful," the letter-writing members told Reagan. "In a larger sense it can be said to have the highest cost-benefit ratio of any aid program. In many developing countries a third, a half, even all of the benefits of our assistance are offset by rapid population growth which may equal a large part or all of the annual increase in the GNP. Our assistance to a country's efforts to slow population growth can increase the effectiveness of our entire aid program."

The members cite the fact that only 20 percent of couples of reproductive age in less developed countries now use contraceptives and say that the only way to bring fertility to replacement levels is to raise the prevalence of contraceptive use to 80 percent of couples.

Unraveling the Soviets

The February issue of *The Atlantic Monthly* contains a fascinating account of the pursuit of Soviet statistics by former Census Bureau Sovietologist, Murray Feshbach and his colleagues. Feshbach, now a senior researcher at Georgetown University's Center for Population Research, is responsible for much of what is known today about the Soviet Union.

The Atlantic article skillfully weaves Soviet data with a painstaking description of how Soviet experts piece together a picture of the Soviet quality of life from a variety of sources. Single issues are $2 and may be ordered from The Atlantic Monthly Company, 8 Arlington St., Boston, MA 02116.

INTERNATIONAL DEMOGRAPHICS

Publisher: Peter Francese
Executive Editor: Bryant Robey
Editor: Doris Walsh
Managing Editor: Caroline Eckstrom
Research Director: Cheryl Russell
Art Director: Carol Terrizzi

International Demographics (ISSN 0731-5414) is published monthly by American Demographics, Inc., P.O. Box 68, Ithaca, N.Y. 14850. Telephone (607) 273-6343. © 1983 by American Demographics, Inc. All rights reserved. Subscription rate $148 a year.

Demographics Add to Israel's Problems

A population sombrero instead of a population pyramid is the result of the mass immigration that accompanied the birth of Israel, says Israeli demographer Dov Friedlander. That is how demographics shape Israel's present.

How they shape the country's future is up to the Jews who live outside Israel and to the decisions Israeli politicians make about the territories Israel currently occupies. Friedlander, professor of demography at The Hebrew University in Jerusalem and visiting scholar at the Population Reference Bureau in Washington, DC, told a PRB-sponsored seminar that from a demographer's point of view, making the residents of the occupied territories into Israelis would be madness, given the demographic conflicts within Israel's present population.

In 1948, over two-thirds of the new nation's population consisted of Jewish people of European origin. Roughly a fifth of the population was Arab — two-thirds Moslem, one-third Christian. Only a small proportion were Jews of what Friedlander calls "oriental" origin, largely North African and Middle Eastern.

Over the following three years, the mass immigration the government invited increased the country's total population by 30 percent, a rate higher than any other country has ever experienced. According to Friedlander, the economists who warned Israeli president David Ben Gurion of the strains such an increase would entail got the response, "Why should I change immigration? You change the economy."

The economy coped, although with difficulty, with this sudden, massive influx: "It was madness that worked, but it was still madness." But the demographic transformation it induced is still having profound effects.

Almost as many Jews of oriental origin came in those first few years as Jews of European origin. And in the next 15 years, oriental Jewish immigrants outnumbered European immigrants by a wide margin.

Demographically, these two groups were dissimilar. The oriental Jews exhibited characteristics typical of the underdeveloped countries they came from. Life expectancy was low, fertility high. With access to the Israeli health care system, life expectancy for this group quickly equalled that of the European-born. But although its fertility declined slowly at first, more rapidly later, its fertility has always exceeded that of its European cousins.

This difference in fertility, combined with the concentration of immigration in such a short period, produced two significant demographic effects: (1) Jews of oriental origin now outnumber those of European origin, and (2) a disproportionate share of the Israeli population is young. Though fertility rates have declined for all the ethnic groups that make up Israel's population, an echo effect continues to replenish the younger generation.

The conjunction of skewed age structure and a reversal of ethnic dominance has had, and will continue to have, a strong impact on Israeli society. For one thing, Friedlander says many political scientists attribute the coming to power of the right wing in the 1977 election to the coming of voting age of a large bloc of voters of oriental origin. Evidently, oriental Israelis are more conservative politically, adding a political gap within the Jewish population to the cultural and religious gap that already exists between the Jewish and Arab Israelis.

Friedlander says the most important gap is still a socio-economic one. Israelis of European origin have higher incomes, occupational status, and standard of living than do those of oriental origin, and both groups are better off than are Arab Israelis. Moreover, the difference between a European and a Mediterranean culture has placed Israel at a crossroads: Is it going to remain a European society, is it going to become a Middle Eastern society, or is some kind of mixture going to evolve?

"While the creation of Israel was a European movement, with a European culture and European traditions, the structure of the population today no longer matches this tradition," Friedlander says; "I think some change has to occur."

Without new immigration, the orientalization of the population will continue. The different fertility patterns of the past make Israelis of oriental origin a greater proportion of the younger age groups than of the population in general. As the population ages, the proportion of Israelis of European origin will diminish even further.

Fertility is usually the most important unknown for demographers trying to project the dimensions of a country's future population. But in Israel immigration is just as important an unknown. Few Jews are left in Africa or Asia, but 80 percent of all Jews still live in Europe, the United States, and the Soviet Union. High rates of immigration could thus reverse the trend toward orientalization but renew the problems brought on by population growth.

The wild card is the population status of the territories Israel presently occupies. The proportionately higher fertility of the Israeli Arabs has not increased the Arab proportion of the population due to a slow but steady rate of emigration. But if Israel incorporates the occupied territories, Arabs would account for over a third of the Israeli population. The implications of this outcome show how demographics can determine political decisions as well as be determined by them, Friedlander said. •

—Martha Farnsworth Riche

Country Profile
Commonwealth of Australia

Australian men have discovered a new import: mail-order brides from the Philippines. In 1981, more than 1,500 marriages took place between Philippine women and Australian men after a pen-pal relationship.

Australian imports from the United States are tame by comparison. They include industrial machinery and parts, office machines and data processing equipment, and transportation equipment as well as a long list of consumer goods. The value of U.S. imports in 1981 was $5.5 billion, up from $4.6 billion in 1980. Products from the U.S. accounted for 23 percent of the Australian import market in 1981.

Population Growth

Australia's land area is about the same as the U.S. — three million square miles — but its population is less than one-tenth as large. The Australian census counted 14.6 million people on June 30, 1981. This count was based on the "de facto" method, counting people where they actually were on census night. The "de jure" method — counting them at their usual place of residence — also was used on the 1981 census, finding 14.9 million people. The 14.9 million figure is the "estimated resident population" and will be the basis for all future censuses.

Australians have a census every five years. The population grew from 13.9 million, or an average annual growth rate of 1.3 percent from 1976 to 1981.

The Bureau of Statistics estimates that the population has already reached 15 million residents and will be 18 million by 2001 and 19.6 million by 2011. These projections are based on the assumption that immigration will continue at about 50,000 annually.

Immigration has been essential to Australia's development. In the last 40 years, nearly 3.4 million migrants have settled there. Twenty percent of the current population is foreign-born. New Zealand and the United Kingdom are two of the main sources of immigrants. An evaluation system based on age, family ties, and skills is used to screen immigrants, and the number of immigrants fluctuates yearly because of economic conditions.

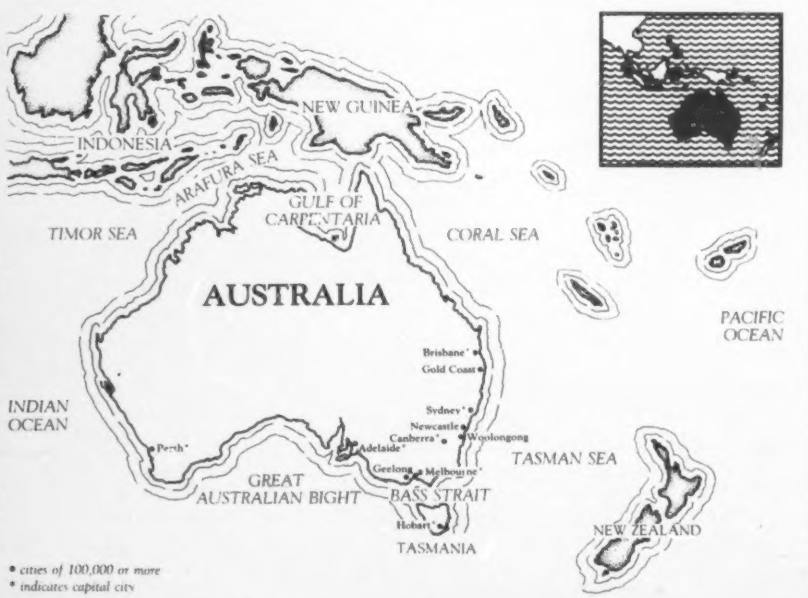
In addition to its immigration program, Australia also takes in refugees. By the end of September, 1980, 42,000 refugees from Laos, Vietnam, and Kampuchea had settled in Australia. The influx of refugees was even greater in 1982, with Indochinese the largest group.

Regions and Cities

Australia has six states and two territories. Thirty-five percent of the population lives in New South Wales, which had a total of 5.2 million people in 1981. Victoria is next largest with 26 percent of the population, followed by Queensland with 16 percent. The Northern Territory and the Australian Capital Territory have the smallest population share — 0.8 percent and 1.5 percent respectively — but have also had the highest growth rates in the last 10 years.

The pattern of population growth and the climate of Queensland often are compared to the U.S. sunbelt. Queensland has condominiums, beachfront properties, and green and white license plates that bear the motto "Sunshine State" as well as a city called Miami. A Wall Street Journal report says Queensland is shedding its rustic image. "Bush Pilots Airways which grew up serving cattle stations and delivering mail in the outback, this year (1982) became Air Queensland," the Journal says. The airline expected to carry 370,000 passengers in 1982, up from 40,000 eight years ago.

Although it has fewer than two persons per square kilometer, Australia is one of the world's more urbanized countries. In 1979, 67 percent of the population lived in the



11 largest cities. Water is an important factor in rural development. One-third of the continent is desert and another third consists of marginal grazing areas. Most of the population is concentrated on the south and east coasts where conditions are more hospitable. Of the largest cities, only Canberra, the national capital, is located inland, and even it is situated on a man-made lake.

Sydney is home to one in five Australians. During the day its city center population of 65,000 grows to more than a million people who come to the city to work. The greater metropolitan area — "slurbs," as the 3 million Australians who live there call the city's outer reaches — covers 1,500 square miles.

Ethnicity and Religion

Australians are predominantly of British ancestry. Other ethnic groups include Irish, Italian, Greek, Maltese, German, Yugoslavian, and Dutch. The Aboriginal population is estimated to be only one percent of the total. At the time of English settlement in 1788, Aboriginals numbered between 250,000 and 300,000. Today their numbers have been reduced to about 161,000. Just as slaves were not counted as full persons in the earliest U.S. censuses, the Australian census did not count Aboriginals until 1967. Estimates for periods back to 1961 have been revised to include Aboriginals in national totals, but census statistics prior to that date are not comparable to data after 1961. Data on Aboriginals are still difficult to collect and statistics should be interpreted with caution.

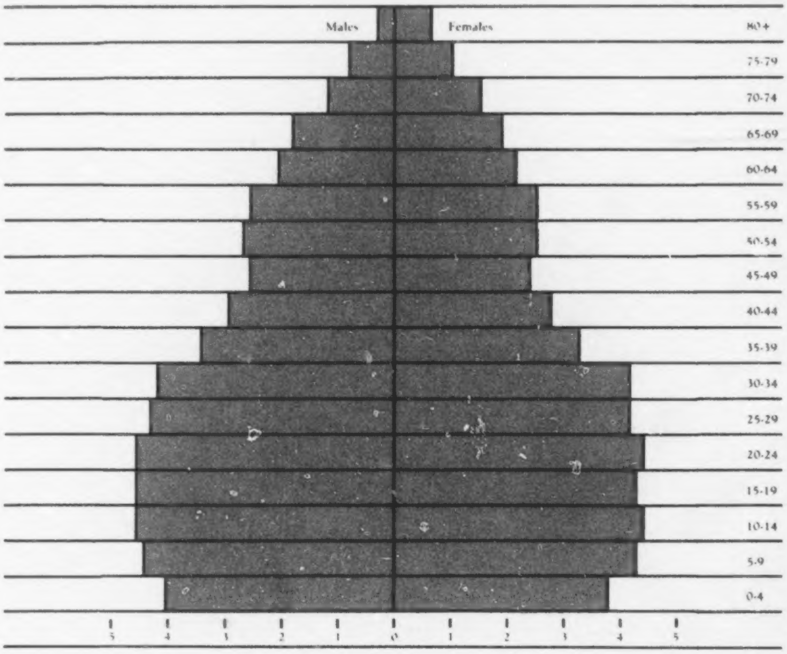
Unlike the U.S. census, the Australian census asks the respondent's religion, but the accuracy of responses is unknown due to the sensitive nature of the question. The church of England is the religious affiliation stated most often, although it declined from 39 percent of the population in 1933 to 28 percent in 1976. The proportion of Catholics has increased over the past 40 years, from 20 percent in 1933 to 26 percent in 1976. This is attributed to the large number of immigrants arriving from predominantly Catholic countries. Another effect of immigration is the increase in the number of Greek Orthodox and Muslims. Members of the Greek Orthodox Church were 3 percent of the population in 1976, but were not large enough in 1933 to count as a separate category. Muslims increased from 0.4 percent of the population to 1 percent in 1976. Persons stating that they had no religious affiliation increased from 0.2 percent to 8.5 percent between 1933 and 1976.

Age Distribution

Australia's age distribution is similar to that of the U.S. In 1981, 25 percent of the population was under age 15 (vs. 23 percent in the U.S.) and 10 percent of the population was aged 65 and older (vs. 11 percent in the U.S.). Australia experienced a post-war baby boom similar to that in the U.S., but its population is somewhat younger because of higher rates of immigration. (Migrants are characteristically younger than the native population.) Life expectancy in 1979 was 71 years for men and 78 for women, about one year longer than in the U.S.

Australia's birth rate is similar to that of other industrialized countries, 15.8 births per 1,000 popula-

Australia, Estimated Resident Population by Age: 1981 *(in percent)*



Age groups	*Total*	*Males*	*Females*
0-4	1,138,483	583,553	554,930
5-9	1,270,950	650,021	620,929
10-14	1,316,645	672,815	643,830
15-19	1,298,500	661,159	637,341
20-24	1,303,360	660,326	643,034
25-29	1,231,668	623,412	608,256
30-34	1,225,384	620,020	605,364
35-39	989,597	503,606	485,991
40-44	834,347	427,530	406,817
45-49	734,819	377,332	357,487
50-54	773,236	394,056	379,180
55-59	740,624	369,766	370,858
60-64	613,948	292,586	321,362
65-69	535,777	250,361	285,416
70-74	401,247	175,989	225,258
75+	510,210	189,100	321,110
All ages	14,926,786	7,449,623	7,477,163

tion in 1981. Rates are highest in the Northern Territory (24.9 per 1,000) and lowest in South Australia (14.7 per 1,000). The death rate of 7.3 deaths per 1,000 population is one of the lowest among industrialized nations, below that for the U.S., the United Kingdom, France, and Sweden.

Households and Families

In Australia a household is defined as a group of people living together as a single domestic unit who share common eating arrangements. A person living alone is also a household. It is possible for more than one household to live in one house or structure. For example, a lodger who lives with a family but provides all his own food is not a member of the family's household. Australia had 4.6 million households in 1980. Average household size was 3.1 persons.

In 1981, 61 percent of Australian men and 59 percent of Australian women aged 15 and over were married. The age at first marriage was about 25 for men and 22 for women in 1979. Just as June is the most popular month for weddings in the U.S., December has the highest number of weddings in Australia. In "the land down under," December weather is comparable to our June weather.

Divorces reached a peak in 1976 when the Family Law Act of 1975 took effect. This legislation declared "the irretrievable breakdown" of the marriage as the only necessary grounds for divorce. From an annual total of 18,000 divorces in 1974, the number of divorces shot up to 63,000 in 1976. The number has since declined, but there still were 41,000 divorces in 1981, or 2.8 for every 1,000 Australians.

In 1975, 91 percent of all Australian families were two-parent, 8 percent were female-headed, and 1 percent of families were headed by unmarried males. Almost half of one-parent families had only one child, compared with only one-third of two-parent families.

The average number of children per adult married woman was 2.1 in 1979. Fertility was highest among Australian-born women, those in nonmetropolitan areas, and those not in the labor force. Less than 4 percent of women expect to have no children, and another 6 percent expect to have only one child. Forty-three percent of married women expect a completed family size of 2 children, 29 percent expect 3 children, and 18 percent expect 4 or more children.

Housing

The Australian census defines an occupied dwelling as "premises occupied by a household on Census night." Therefore, the number of occupied dwellings is equal to the number of households, about 4.6 million. This census definition of a dwelling means that the total number of dwellings may be greater than the total number of known structures.

A private dwelling is normally a house, room, or flat, but it can also be a tent, houseboat, or caravan (the Australian term for mobile home). Non-private dwellings are motels, hotels, boarding houses, religious and charitable institutions, defense establishments, caravan parks, and other places in which occupants share communal eating facilities.

Approximately 16 percent of all dwellings contained single-person households, while another 28 percent were two-person households. Twenty percent of all dwellings consisted of households with five or more persons. Three and four person households represented 37 percent of all dwellings.

In 1976, 87 percent of all families lived in detached, single-family homes. Approximately half of all housing units had three bedrooms, and another 16 percent had four or more bedrooms. Fifty-five percent of dwellings had five or six rooms, another 20 percent had four rooms or less and 25 percent had seven or more rooms.

Sixty percent of homes used electricity for cooking in 1976; 30 percent used gas and 10 percent used some other form of fuel. Over 90 percent of homes relied on piped water from mains; the rest got water from rain water tanks or other sources. Over 70 percent of dwellings were connected with main sewers in 1976.

Almost three-quarters of Australians owned their own homes in 1978, higher than the two-thirds ownership rate in the U.S. Homeownership rates were slightly higher in the six capital cities. Approximately 50 percent of renters lived in a single-family home, 26 percent occupied a flat, and 24 percent occupied some other type of dwelling, for example a semi-detached house. Renters living in a single-family home paid an average of $164 per month. Rents were highest in New South Wales and lowest in South Australia.

Education

Literacy in Australia is almost 100 percent. Schooling is compulsory to age 15 in all states except Tasmania, where it is 16. About 90 percent of all school-age children attend school. Rural children have slightly lower levels of attendance than urban children.

Population of Capital Cities and Other Statistical Divisions of 100,000 or More: 1981

Sydney, New South Wales*	3,204,211
Melbourne, Victoria*	2,578,527
Brisbane, Queensland*	1,086,470
Adelaide, South Australia*	952,700
Perth, Western Australia*	918,212
Newcastle, New South Wales	389,212
Wollongong, New South Wales	222,488
Canberra, Australian Capital Territory*	220,423
Hobart, Tasmania*	128,603
Geelong, Victoria	125,269
Gold Coast, Queensland	104,620
Total	9,930,735
Percentage of total population	67%

*Indicates capital city

The provision of schools is the responsibility of state governments. The Commonwealth is responsible for schools in the Northern Territory and the Australian Capital Territory. In 1981 there were over 9,500 primary and secondary schools in Australia. About three-quarters were government sponsored. The rest are Roman Catholic, Protestant or non-sectarian. About three million students were enrolled in primary and secondary schools in 1981. Just over three-quarters of these students were in public schools.

Australia's system of higher education includes 19 universities, 71 colleges of advanced education, 6 teachers' colleges, and about 1,300 technical schools administered by the government.

Communications

The morning newspaper with the largest circulation in 1980 (630,000) was Melbourne's *The Sun News-Pictorial*. Other papers with circulations of 200,000 or more are in Brisbane, Sydney, Melbourne, Adelaide and Perth.

The weekly magazine with the largest circulation is *Women's Weekly*, with over 800,000 readers. *TV Week*, *Reader's Digest*, and *New Idea* follow with about 500,000 circulation. *Penthouse* and *Playboy* (about 200,000 each) have only half the circulation of *Woman's Day* and *Family Circle*.

Commercial Australian television networks are required to carry a certain amount of first release Australian programming during the prime time hours of 6 to 10 p.m. In 1980 this averaged 45 percent of the content of commercial stations. Networks also are required to televise four "big-budget" specials per year, in the form of variety shows or dramas.

Nearly 100 percent of Australian homes had television sets in 1980, up from 44 percent in 1960. Eighty percent of all homes had color TVs in 1979, up from 17 percent in 1975. The Australian Broadcasting Tribunal estimates that the capital cities of Sydney and Melbourne have the largest potential television markets. Nearly 90 percent of Australians watch commercial television and about 10 percent watch public television (Australian Broadcasting Corporation, or the equivalent of our Public Broadcasting System).

The most popular children's television show in 1980 was *The Wonderful World of Disney*, with one-third of all children aged 5 to 12 tuned in. *The Muppet Show* and *Chips* came in second and third with 28 percent and 24 percent of young children viewing.

Television handles the largest proportion of advertising in Australia (29 percent), followed closely by metropolitan newspapers (28 percent). Other newspapers and magazines account for 22 percent of advertising, outdoor billboards for 10 percent, radio for 9 percent, and movies for 2 percent.

The Labor Force

One of Australia's most popular exports is a rock group called "Men at Work." According to the most recent labor force survey, nearly 4 million Australian men were at work in 1980. Seventy-nine percent of all men were in the labor force in 1980, a slight decline from 81 percent in 1975. Women's labor force participation rate in 1980 was 44.7 percent, up somewhat from 43.1 in 1975. Approximately 42 percent of married women were in the labor force in 1980. Women comprised 36 percent of the Australian labor force compared with 42 percent in the U.S. in 1980.

The industrial composition of the Australian labor force is roughly comparable to that in the U.S. About 30 percent of the work force is in industry and commerce, 33 percent in services, and 30 percent in government. Seven percent of Australians are in agriculture, compared to less than five percent of Americans.

The largest occupational category is that of tradesmen, production process workers and laborers, and miners. This grouping accounted for 31 percent of all employed persons in 1980. The next single largest occupation is clerical workers, representing 20 percent of the labor force, followed by 14 percent who are professional and technical workers. Managerial workers comprise six percent of the labor force.

Percentage of Australian Households Owning Appliances March-April, 1979

Refrigerators	96.4
Vacuum cleaners	89.5
Sewing machines	72.4
Color television	69.6
Motor lawn mowers	68.5
Electric blankets	65.0
Electric stoves	64.1
Gas stoves	34.4
Cassette recorders	64.0

Hair dryers	63.8
Food mixers	63.3
Automatic washing machines	58.1
Semi-automatic washing machines	27.1
Freezers	38.5
Clothes dryers	35.7
Air conditioners	27.2
Dishwashers	11.7
Swimming pools	9.8

The average Australian works 35 hours per week. The number is lower for women (28 hours) and higher for men (39 hours). Full-time workers average 40 hours per week. Fourteen percent of workers put in 49 hours or more per week in 1980. The government estimates that 3 percent of all workers hold a second job.

Membership in trade unions is about 2.9 million workers. There were 316 unions in 1980, and seven unions with 80,000 or more members accounted for one-quarter of all membership. There were 2,000 industrial disputes in 1979 which resulted in 4,000 lost working days, but Australia has a lower rate of work days lost than the U.S. The majority of Australian workers (80 percent) reported that they were either "satisfied" or "very satisfied" with their jobs in 1979.

Income and Lifestyle

The standard of living in Australia is similar to that in the U.S. even though Australians complain that their standard of living has deteriorated since World War II. Per capita income was the equivalent of U.S. $9,914 in 1980. Average weekly earnings for men were about $282 U.S. dollars at the 1980 average exchange rate. Earnings were highest in the Australian Capital Territory and lowest in South Australia.

Despite their British origins, Australians drink more coffee than tea. Per capita tea consumption dropped from 2.2 kg. in 1970 to 1.6 kg. in

1980, while per capita coffee consumption has increased from 1.3 kg. to 1.7 kg. Consumption of carbonated drinks has increased even faster, from 47 liters annually per person in 1969 to 67 liters in 1979. Nearly 2 million liters of beer are drunk annually in Australia, or 134 liters per person (up from 82 liters per year per person 30 years ago). Beer can collectors in the U.S. are familiar with the oversized Foster's cans produced in Australia. Wine consumption is 16.5 liters per person, and spirits only one liter per person annually.

Just over one-third of the population smokes cigarettes. Rates are higher for men than women (43 vs. 29 percent), and people aged 25 to 44 have higher rates than other age groups. Miners have the highest rates of smoking while professionals have the lowest rates.

A recent survey of leisure time activities taken in Sydney found that 44 percent of respondents watched TV for eight or more hours per week and 32 percent did not watch TV at all. Approximately one-third of respondents went to a movie, dance, party, or concert during the week. People in the sample read an average of six hours per week, but 9 percent did not read newspapers, 42 percent did not read magazines, and 48 percent did not read books.

Teenagers have the highest rate of movie attendance of any age group. Australians aged 14 to 17 saw an average of 14 movies per year in 1980, followed closely by those aged 18 to 24. People aged 25 to 29 saw 9 movies per year, and those over 30 saw about 6 movies per year.

A 1981 survey of 11,000 people aged 13 and over, reported by SRG International, asked which activities people participate or take an interest in. The percentage of people who responded for each activity is as follows: church, 32; gardening, 59; motoring for pleasure, 43; music, 76; pop concerts, 15; reading, 70; home maintenance or decorating, 49; sport, 64; live theater, 26; eating out, 49; beach and water activities, 57; and camping, 36.

In addition to other types of entertainment, Australians have legalized gambling. Some state governments operate lotteries, the revenues from which provide funds for hospitals, charities, and social services. Types of gambling, depending on the state, include horse and greyhound racing, poker machines, Lotto, and soccer pools.

An Ogilvy and Mather survey conducted in 1980 showed that Australians eat almost one-third of all meals away from home. Twenty-eight percent eat lunch away from home five days a week. Twenty-eight percent also eat at least one evening meal a week away from home. Chinese restaurants were the most popular, followed by Italian, French, and Greek.

Ten percent of Australian families owned three or more cars in 1980; 30 percent owned two cars. The one-car family comprised 47 percent of the total, while 12 percent of families had no car in 1980. There were 4.7 million cars registered in 1979, 905,000 station wagons, 500,000 trucks, and 300,000 motorcycles. Like the U.S., Australia has one of the world's lowest average number of persons per car: 1.96 vs. 1.49 in the U.S. Mexico, by comparison, averages 13 persons per car; Kenya 52 persons per car; and India has an average of 366 persons per car.

Sources of Information

The most entertaining source of statistics on Australia is a 200 page

THE URBAN SCENE DOWN UNDER

One of the first reactions to Australia by a visitor from the United States is the apparent similarity to home. Jet lag, yes; culture shock, no.

Australia's large metropolitan areas of Sydney and Melbourne at first glance seem similar to cities in the U.S., places like Minneapolis and Seattle. But soon the differences are noticeable.

First is neighborhood shopping. Unlike the U.S., where downtown and neighborhood shopping are fighting what seems to be a losing battle with regional malls, neighborhood shopping is alive and holding its own in urban Australia. Some Australians are miffed at the current invasion of Seven-Elevens from the States, especially if they displace a venerated (if sparsely patronized) milk bar. But the good news is that convenience stores are going into older city neighborhoods, not just the suburbs.

Another contrast is the absence of extremes in urban housing conditions. Australia has neither Watts nor Winnetka. The average Australian has about the same purchasing power as his American counterpart. But the income distribution is less spread in Australia, and this is apparent in housing. Australian laws don't give American-style tax breaks to home owners, which further reduces the investment motivation for housing consumption.

Higher-income Australians are about as likely to live in the inner city as are lower-income Australians, another contrast to the United States where household incomes in suburbs are, on average, higher than in cities. As here, Australia's metropolitan populations are spreading out over a wider area, leaving smaller households and a declining population in the city. But unlike the U.S., average incomes in Australian cities are increasing compared to their suburbs. By this definition, Australia is experiencing a genuine urban resurgence.

Australia's metropolitan areas have less developed transportation networks than in the U.S., and public expenditures in Australia are only minimally tied to the local tax base. Racial and ethnic conflicts are few. All three reasons probably contribute to the different courses being followed by the cities in the two countries. An American visitor to Australia's cities 20 years from now may well find more contrast with home than he does today.

—John L. Goodman Jr.

John L. Goodman Jr. is a senior research associate with The Urban Institute.

paperback titled *Australia in Figures* by W. G. Coppell (1981). It can be ordered from Penguin Books Australia Ltd., 487 Maroondah Highway, P.O. Box 257, Ringwood, Victoria 3134, Australia (A$7.95). This graphically illustrated book covers population, media, labor force, cost of living, law and order, foreign trade, and physical resources, among other topics.

The Australian Bureau of Statistics publishes a *Yearbook Australia*, compiled by R. J. Cameron, Australian Statistician. The most recent volume is No. 66, 1982 (ABS Catalogue No. 8122083 — softcover and 8122152 — hardcover). The softcover price is $18. The hardcover price is $23. Add $5 for packing and postage for either edition. It can be ordered by mail from: Mail Order Sales, Australian Government Publishing Service, P.O. Box 84, Canberra A.C.T. 2600. Telephone 95 4411. Telex AA62013 or over the counter at Australian Government Publishing Service Bookshops.

The Australian Bureau of Statistics offers a wide variety of statistical data. They are available to users on computer tape, microfiche, and computer printout in addition to their 1,900 printed reports each year (most of which are free). Unpublished data also are available on request.

The *Australian Demographic Statistics Quarterly* is published four times a year and reports on the most recent census and survey data. A subscription can be ordered from the Australian Bureau of Statistics.

The Organization for Economic Cooperation and Development (OECD) has published a report of their 1981-82 economic survey of Australia (c. 1982). It is available from the OECD Publications and Information Center, Suite 1207, 1750 Pennsylvania Ave. NW, Washington, DC 20006 (Tel. 202-724-1857) for $4.00.

The U.S. Department of State's Background Notes Series includes a profile of Australia (Pub. No. 8149) dated April, 1982. This seven page summary is available from the U.S. GPO; subscription price for the series is $18 per year or $22.50 for foreign mailing.

The U.S. Department of Commerce's International Trade Administration published the "Foreign Economic Trends" profile on Australia in June 1982 (FET 82-045). Single copies are available from USGPO for $1.50. An overseas Business Report on Australia was published in May 1981 (OBR81-12) and is available for $1.25 from USGPO.

One market research firm in Australia is SRG International, Ltd., which has offices in New York City at 80 East 11th Street, New York, NY 10003. Telephone (212) 260- 6500. The Director is Jerry Stafford. SRG has a new volume coming out on Australia later this year that will include the latest census information as well as survey data on consumption and ownership of durables. •

—Daphne Spain

Sources/*Con't from p. 16*

Generally speaking, the more sophisticated a country's economy, the more sophisticated its demographic data.

The UN and the Census Bureau demographers fill their publications with masses of footnotes, letting researchers know the reliability of the figures presented there. The principle they follow is consistency. If the male/female ratio in a particular country drops significantly, this could reflect a decision on the part of adult men not to be counted. Maybe they are avoiding military service. Whatever the reason, it is important in how it affects the rest of the data.

Cultural differences play a part here. Many demographic items the U.S. considers objective information are culturally charged in other countries. Don't rely on statistics about women in a country where census enumerators aren't allowed to interview them. Demographers say such information is not reliable, based on cross-checks with administrative records. This may be because male heads-of-households give incorrect information about women in the household, or it may be because women's work is not considered important within the culture.

One problem in adjusting data for cultural biases is that the biases rarely are the same for everyone in the population. In a culture where boys are prized more than girls, a father may tell the census taker he has more sons than he actually has — while his neighbor who has many sons may be less inclined to lie about his daughters.

Comparability

Cultural differences affect data comparability as well as reliability. If housing data are important, know exactly what the term "house" means in the countries you are analyzing. A distributor of roofing materials, for example, might be interested in a country where there is a high ratio of detached homes to population. But if mud and straw are the main building materials, it might not be a lucrative market, no matter what the demographics look like.

Always ask for the definition behind the statistics. Definitions of what is urban vary, as do definitions of a household, even of a marriage. Read the footnotes. Talk to the experts. Definitions of person, male, female, and death are fairly universal, but beyond that, demographic and socio-economic terms are influenced by culture. The international data sources generally rely on information a country supplies, without changing that country's definitions. •

—Martha Farnsworth Riche

Ed. Note: Previous issues of International Demographics have detailed what information is available from the U.S. Census Bureau, World Bank, United Nations, Population Reference Bureau, International Labor Organization, Bureau of Labor Statistics, the OECD, and the European Community, among others. Agencies in future issues will include CELADE, USAID, WHO, UNESCO, and more private data companies. New subscribers can order back issues at $14 each by calling (800) 828-1133 or in NYS (800) 462-8686.

Regions

Europe

Italy

The twelfth Italian census was held in October 1981. Although only preliminary results are available, they do outline some of the country's broad socio-economic characteristics.

A certain dualism exists in Italy today. The north and central regions are highly industrialized and modern in their approach to agriculture. In the south, however, industry and agriculture are less developed, even though there is strong government support for them.

Population

The permanent resident population of Italy was 56.2 million in 1981. Fifty-one percent were female and 49 pecent male. Population growth in the last decade added 2.1 million persons. There was little emigration in the last decade, and the rate of population increase was the lowest since the 1920s when there was mass emigration after World War I.

The total number of people in Italy in 1981 as opposed to permanent residents — was 56.3 million. This is the first time in history that immigrants have raised the total population higher than the number of permanent residents, reflecting nearly half a million immigrants from North Africa. Most of the immigrants are unskilled workers seeking employment in urban areas.

Italy now has the same population growth pattern as its northern European neighbors. In past decades the country's slow growth rate was the result of the emigration of the young. Now growth is slow because of a decline in birth rates. The share of the population accounted for by children under age 4 fell by 1.6 percentage points in the last decade to 6.5 percent, and those between 65 and 74 have increased their share by about 1.2 percentage points. Even the share of the population over 74 has increased by nearly 1 percentage point.

Italy's regions have grown unevenly in the last decade. The highest growth rate, of 5.5 percent, was in the south. Central Italy grew 4.4 percent and Northern Italy 2.6 percent. The large exodus of the southern population to the north — especially to the industrial triangle of Turin, Milan, and Genoa, characteristic of the 1950s and 1960s — is over.

Thirty-two of Italy's 95 largest cities had population declines in the past decade. Turin lost 6 percent of its population, Milan 5 percent, Genoa 7 percent, and Naples 2 percent. Palermo had the largest increase, 9 percent, and Rome grew by 1 percent.

The 1981 census shows increasing suburbanization. Many of the people who work in cities or urban areas in the north are living in smaller nearby towns. Districts around cities in that region have grown as the cities themselves have lost population.

In the north, cities are saturated and industrialized, pushing people toward a more comfortable life in the country. In the south, the cities continue to attract a rural population eager to find employment opportunities and upward social mobility.

The Family

There were 18.5 million families in Italy in 1981. About a half million people live in hospitals, religious communities, prisons, and other institutions. The average family size has dropped slightly from 3.3 persons in 1971 to 3.0. The number of families has increased by 16 percent since 1971, compared to a 4 percent population growth. While there is wide variation in other demographic char-

Italy, Population by Age and Sex, 1980

(in percent)

AGE	*TOTAL*	*MALE*	*FEMALE*
0-4	3,748,564	1,924,206	1,824,358
5-9	4,343,242	2,230,420	2,112,822
10-14	4,606,739	2,358,954	2,247,785
15-19	4,561,327	2,333,691	2,227.636
20-24	4,052,702	2,060,717	1,991,985
25-29	3,921,951	1,989,537	1,932,414
30-34	4,028,215	2,026,821	2,001,394
35-39	3,599,861	1,787,964	1,811,897
40-44	3,783,624	1,865,534	1,918,090
45-49	3,654,620	1,795,861	1,858,759
50-54	3,541,409	1,722,713	1,818,696
55-59	3,432,712	1,610,709	1,822,003
60-64	2,113,630	969,577	1,144,053
65-69	2,728,561	1,231,331	1,497,230
70-74	2,171,896	934,281	1,237,615
75+	2,709,994	997,827	1,712,167
ALL AGES	56,999,047	27,840,143	29,158,904

acteristics among Italy's regions, there is little variation in family size.

Households

The 1981 census recorded 22 million houses and apartments, and 87 million rooms. The average number of rooms has increased from 3.7 to 4, indicating that the Italian lifestyle is becoming more comfortable.

The 4.3 million unoccupied homes included second homes used for vacations at the seaside, in the mountains and near lakes, as well as vacant homes waiting for sale or rental when the census was taken.

Between 1971 and 1981, there was a 104 percent increase in housing units. Southern Italy had a 30 percent increase in new homes, higher than the other regions, because of returning emigrants who saved enough money to build new homes, and because of northern and central families building second homes on the southern coast.

The increased population growth on the southern coast due to migration and tourism has made it difficult for government services to keep up with the pace, but the continued interchange between country and city and among regions has contributed, in part, to eliminating socio-cultural differences and promoted a more uniform way of life throughout the nation.

Education/Communications

The educational system in Italy has expanded at all levels. In 1981, there were 11 million students, an increase of 15 percent over 1971. The number of children in grades one through eight increased 4 percent, in high school 46 percent, and in college 52 percent.

The expanded school system has promoted book production and encouraged periodicals. In 1981 there were 121 newspapers, 523 weekly magazines, and 3,057 other periodicals.

Radio and television are important sources of information and dominate advertising. Counting only the national television network (R.A.I.) there were nearly 14 million television subscribers in 1981. Seventy-three percent of these were in the northern and central regions.

Telephones are widely available — about 38 per 100 persons. Public transportation — trains, buses, and subways are used more heavily than in the United States. Even so, car ownership is common.

Labor Force

Italy is quickly becoming a service-based economy with 50 percent of the labor force employed in the service industry in 1981, and only about 5 percent employed in agriculture. The rest are employed in manufacturing.

The number of small firms also has grown in Italy. Larger factories still are being built by the government in Southern Italy, but in the north, the industrial census shows that new, privately-owned factories are smaller and have fewer employees than was true in the previous four industrial censuses. The larger firms in the south seem less able to adapt to the variable needs of the marketplace and have not borne the recent world economic crisis as well as those in the north.

The north continues to be the most industrialized region in Italy. There were 18 workers for every 100 inhabitants in the north, while in the central region there were 12 workers for every 100 people, and in the south, only 6. The national average is 13 workers for every 100 people.

Consumption

Italy's income is distributed unevenly between the north and the south. Because fringe benefits to Italian workers are often large, average monthly income statistics underestimate the amount of income workers receive. In late 1980, when the dollar was equal to 865 Italian lira, monthly income averaged about US $900 per worker.

Of the consumption expenditures for the average family, 31 percent went toward food in 1980, 10 percent to clothing, 21 percent to housing. About 39 percent was allotted to education, recreation, medical care, and transportation.

In cities, expenditures on housing, clothing and recreation tend to be higher, but even in expenditures there is evidence of a more uniform way of life as the urban culture moves into the rural areas.

—*Luigi Rossi*

Luigi Rossi is a research professor at the University of Salerno and lives part of each year in the U.S.

Cities of More Than 500,000 Persons: 1981

Northern:	
Torino	1,115,811
Milano	1,651,466
Genova	769,255
Central:	
Roma	2,888,786
Southern:	
Napoli	1,229,345
Palermo	708,905

France

The preliminary results of the 1982 French census, taken July 27, shows 54,257,300 people, an increase of 0.4 percent since 1975 compared with the 0.8 percent increase in the intercensal period from 1968 to 1975. The decline in population growth is the result of both lower fertility and less immigration, according to the National Institute of Demographic Studies.

French Day Care

In the past 20 years many young French mothers have remained in the work force, and child care has changed from a private matter to a public concern. In 1968, 28 percent of married women with a child under age three were working. In 1982, the proportion was over 50 percent. A far higher percentage of young children are enrolled in nursery schools in France than in any other country (41 percent of three year olds, 87 percent of four year olds). For children of working mothers, these numbers are even higher (76 percent of three year olds, 95 percent of four year olds).

The National Institute of Demographic Studies and the Center for the Study of Revenues and Costs in France surveyed 4,000 mothers in 1981 to find out who cared for young children not yet in school. They found that 29 percent are cared for at home, 60 percent outside the home, and 11 percent a combination of these. Among one year olds, 70 percent are cared for in their homes, as are 65 percent of the two year olds.

Where a child is cared for frequently depends on the type of work the mother does. Eighty-six percent of children whose mothers worked at home were cared for at home (for example, as high as 93 percent for children whose mothers are in farming). Half of all part-time salaried workers and 77 percent of full-time salaried workers have their children cared for away from home. Women working in offices and in commerce have the highest rate of outside care, 81 percent. The more urban the location, the more likely that children will be cared for out of the home.

Half the children of working mothers cared for at home are cared for by their mothers. Otherwise the care giver is most likely a family member. Only 15 percent of children cared for in the child's home are tended by a paid babysitter. For care outside the home, the babysitter assumes more importance, 57 percent. Metro-Paris is a notable exception: babysitters in the child's own home account for 23 percent of care, and outside the home day care centers provide 33 percent of care (as contrasted with 12 percent for the whole country).

Grandmothers turn out to be the "hidden" child-care providers in France. Twenty-seven percent of all children of working mothers are cared for by a family member other than a parent. Half of these are maternal grandmothers. Industrial workers are most likely to use family members for child care (42 percent), while managerial and office personnel tend to use babysitters, and teachers use the day care centers. Mothers are six times more likely than fathers to accompany the child to and from the day care site.

As for non-working mothers, when they need to go out for the day, they usually take their children with them (68 percent). In 20 percent of the cases they leave the child with a family member. The use of babysitters and halte-garderie — what we might call a babysitting business — is remarkably low.

—Susan Robey

Source: Population & Societies, No. 161, September, 1982, l'Institut National d'Etudes Demographiques, 27 rue de Commandeur, 75675, Paris Cedex 14, France.

Latin America

Fertility Goals Set For The Americas

The Western Hemisphere Conference of Parliamentarians on Population and Development which met late last year in Brasilia has set a goal of reaching replacement level fertility throughout the Americas around the year 2000.

Replacement level fertility, as explained by the Population Reference Bureau, is the level of fertility at which a cohort of women on the average have only enough daughters to "replace" themselves in the population. Replacement level is about two children in countries with low child mortality and about three children in countries with high mortality. Population growth in Latin America will stop when replacement level is sustained for about 50 years, if there is no immigration from other parts of the world.

Among the objectives set by the conference were:

—Reduction of infant mortality to below 50 deaths per 1,000 children under the age of 1.

—A life span exceeding 65 years of age for all of Latin America; and

—The availability of family planning information to allow couples to plan their families.

Rapid urbanization and unemployment are the hardest blows from the population growth in Latin America, according to Rafael Salas, executive director of the United Nations Fund for Population Activities.

Salas told the conference that Latin America's labor force totalled 55 million in 1950, 99 million in 1975, and will reach 197 million by the end of the century.

"In Mexico and Central America, alone, roughly 1.2 million additional jobs will be needed each year until the end of the century," Salas said.

Projections show that 10 of the world's largest cities with populations over 5 million will be located in the Latin American region by the end of the century.

"These cities will be growing rapidly, creating immediate problems of food, water, housing, health and education," Salas said. "And the prospect of massive urban growth carries even more somber implications.

"Will the networks which support urban life and the shared standards which allow people to live together as part of a large and complex settlement be able to sustain such increases, or will they break down under the strain?" Salas asked.

A complete report on the conference is contained in the December, 1982 issue of *Popline*, published by the Population Action Council, 110 Maryland Ave., N.E., Washington, DC 20002.

An article detailing the problems that intense industrial development and rapid population growth are causing in the Greater Sao Paulo Metropolitan area in Brazil appears in Vol. 9, No. 3 of *Populi*, The Journal of the United Nations Fund for Population Activities, 220 East 42nd St., New York, NY 10017. *Populi* costs $2.50 per issue.

Chile

Housing sizes in Chile have been shrinking since mid-1981, reversing a trend. The average size of residences is now 54 square meters compared with 79 in 1981. Cost also has dropped. Housing now averages $97 a square meter versus an earlier rate of about $113 a square meter, according to *Chile Business Update*, a newsletter published by Information International Publishers in Victoria, Canada.

Peruvian Health Care

Look for health care products to be important exports to Latin American countries in the 1980s.

In Peru, for example, a newly-adopted primary health care program is being supported by a loan of $33.5 million from the International Bank for Reconstruction and Development. The program is designed to extend basic health care to people who do not now receive it. Families in Peru's shantytowns and poor rural areas suffer from a high incidence of infant mortality, malnutrition, and infectious disease.

The project, under the direction of the Ministry of Health, will help train about 27,000 people in health care, and construct and equip health posts and health centers that deliver first-line health care. The concentration will be in four regions: La Libertad on the northern coast, the slums surrounding Lima, Centro Medio in Peru's Sierra, and Huanuco, a jungle region. A total of 3.5 million people are expected to be reached by the new services.

Asia

Japan

Young Japanese adults between the ages of 20 and 24 have become more practical in the last 10 years, but also more interested in spending their time on hobbies and sports and relaxing with their families.

The November 1982 issue of *Focus Japan* cites surveys which show that the "growing emphasis on one's private life among today's youth may reflect their rising level of affluence."

A government survey shows that the young adults acquired more durables in the last decade, largely because their salaries grew rapidly compared with those of older Japanese workers. The survey shows that 50 percent of all Japanese men aged 20 to 24 owned cars in 1980 as compared with only 8 percent in 1970. Nearly 50 percent of both young men and women had stereos; 59 percent of young men and 44 percent of young women had cameras.

Focus Japan reports that a survey by Fuji Bank found that average monthly spending of single adults on luxury items was about $190 for men and $150 for women. Married men are believed to spend only about $175 because more of their income goes to family support.

Both men and women spend over one-third of their monthly pocket money when in the company of friends. Over 40 percent of young Japanese women get together with close friends at least once a week, often eating out and shopping. *Focus Japan* comments that information spreads quickly by word-of-mouth among Japanese women. Young men spend their time with friends, gambling, playing games, and sports.

Less than 50 percent of the male university students polled in 1980 hope to work for the same employer throughout their lives, compared with two-thirds of the same age group in 1971. One-third of the students showed an entrepreneurial bent — wanting to change jobs or start their own businesses in the future.

Focus Japan is a monthly publication of JETRO. The U.S. subscription rate is $21 annually. Order from JETRO, Focus Japan Desk, 2-5, Toranomon, 2-chome, Minato-ku, Tokyo 105, Japan. Telephone (03) 582-5511.

Malaysia

The Asian Wall Street Journal reports that Malaysia's prime minister advocates increasing its population by 400 percent to 70 million people. Prime Minister Mahathir Mohamad is reported as saying that Malaysia needs a much bigger home market to promote manufacturing growth and that it could be supported with "hard work and improved productivity." Malaysia has 14 million people and is one of the lease densely populated Asian countries.

Oceania

New Zealand

The March 24, 1981 census of New Zealand found 3.1 million people on the islands, as follows: North Island 2.3 million; South Island 852,000; Stewart Island, 600; Chatham Islands, 751.

In the period between 1976 and 1981, New Zealand had a net loss of 15,000 people. The majority of the people on the islands are Europeans, nearly 2.7 million. There also are 280,000 Maoris, 18,000 Chinese, 92,000 Polynesians and 61,000 "other races."

About a quarter of New Zealanders belong to the Church of England. Sixteen percent are Presbyterians, 14 percent are Roman Catholics, 5 percent are Methodists, and about 2 percent are Baptists.

The population of Wellington, the capital, was 343,982 on census day. Other large population centers are Auckland, 829,519; Christchurch, 321,720; Dunedin, 114,033; Palmerston North 91,821; Hamilton 160,215; and Napier-Hastings, 112,045.

In 1980, there were 380,000 pupils in public primary schools and 46,000 pupils attending registered private primary schools. The number of children receiving full-time secondary education in 1980 was 226,000. In addition, 145,000 students were in technical classes and 29,000 were in correspondence school. The universities had a total of 52,000 students in 1980.

In December 1981 there were 2.2 million licensed motor vehicles, including 1.3 million cars and 133,000 motorcycles. The number of persons per car was 2.4.

U.S. Territories

Final population counts for Guam, American Samoa, and the Virgin Islands have been released by the U.S. Census Bureau.

In Guam the count was 105,979, an increase of 25 percent over the 1970 census. The final count of housing units was 28,249 including both occupied and vacant units. Housing units increased 69 percent in the last decade.

The final count in the Virgin Islands was 96,569, an increase of 55 percent over the 1970 census. There were 33,548 housing units counted, an increase of about 61 percent over 1970.

The total population on American Samoa as of April 1, 1980 was 32,297, an increase of 19 percent over 1970. There were 4,728 housing units, an increase of 5.3 percent.

Advance reports for the three territories are for sale for 35 cents each from the U.S. Department of Commerce District Offices and the Census Bureau: Guam (PCH80-V-54), Virgin Islands (PHC80-V-55), and American Samoa (PHC80-V-56). ●

Publications

Whitaker's Almanack 1983. London: William Clowes Ltd., 1983, 1220 pp., $46 (Distributed in the U.S. by Gale Research Co., Book Tower, Detroit, MI 48226).

This 115th edition of *Whitaker's Almanack* includes complete, up-to-date information on all aspects of trade, commerce, population, culture, history, education, politics, and government for Great Britain and all the countries of the Commonwealth, as well as detailed information about most foreign countries, including population data. The Almanack contains such listings as books published in Great Britain in 1981, principal newspapers, societies and institutions, life insurance companies, and so forth. This is a useful reference volume for those who do business on a regular basis with any British country.

Children: The Right to Be Wanted, Draper Fund Report No. 11, Washington, DC: Population Crisis Committee, 1982, 27 pp., Free.

Taking as its theme a year of silent emergency for children, one of whom died every two seconds in 1981 and the 17 million who will die in the next two years, this Draper Fund Report outlines various aspects of concern for children in developing countries. Nine separate articles address questions such as child spacing, the unwanted child, family disintegration in Latin America, the value and cost of children in changing societies, how family size is related to the development of individual children, and so forth.

In the first article, James P. Grant, executive director of the United Nations Children's Fund, discusses some of the after effects of a rapid increase in population growth followed by the decline in fertility rates which is occurring in nearly every region of the world.

"One effect is that 40 percent of the developing world's people are under the age of 15 and about to enter their childbearing years. As birthrates fall, the numbers of children as a proportion of the total population will also fall. But in our time, the Third World's ratio of younger to older — of dependents to providers — is at its height. In Germany or the U.S.S.R., for example, there are now two people of working age for every one who is too young or too old to work. In Bangladesh or Mexico or Nigeria, the ratio is one to one.

"The result is a temporary but powerful extra strain on the Third World's capacity to provide for its children. In education, for example, those of primary school age now amount to 25 percent of the population. In the industrialized world, the corresponding figure is 15 percent."

Anyone who wishes to obtain in one reading a fairly complete overview of the status of children in the developing world will find this report useful.

Order from: Population Crisis Committee, 1120 Nineteenth St., N.W., Suite 550, Washington, DC 20036. Telephone (202) 659-1833. Telex: 440450.

Advertising Directed at Children; Endorsements in Advertising, by the Committee on Consumer Policy, Paris: Organization for Economic Cooperation and Development (OECD), 1982, 64 pp., $6.

Advertising directed at children raises concerns all over the world. This report documents action that has been taken to regulate advertising to children in member countries of the OECD.

The report considers children as target customers, as tools to pressure parents, and as promotional objects in advertising.

While U.S. residents concentrate their concern on television advertising's effect on children, in some countries — Belgium, Denmark, Sweden, and Norway, for example — television advertising is forbidden. In those countries, people are concerned about advertising found in such other media as posters, pamphlets, packaging, the press, cinema, and radio. In the Nordic countries, for example, the report tells us, attention is directed to commercial material in schools.

The report summarizes studies and existing regulations in member countries.

In the United Kingdom, there is a general rule of the independent Advertising Standards Authority, that "advertisements addressed to children or young people, or likely to be seen by them, should not contain anything, whether in illustrations or otherwise, which might result in their physical, mental, or moral harm, or which exploits their credulity, their lack of experience, or their sense of loyalty."

In Turkey, more clearly defined regulations exist. Children cannot, for example, be used as publicity objects. In promoting products directed at children, they can appear only in the company of a member of their family. Advertising that shows children in potentially dangerous situations such as climbing on tables or leaning over bridge parapets is not acceptable, nor is advertising that encourages them to collect coupons, labels or capsules.

This report not only summarizes current legislation but gives some insight into the future of advertising regulation in member countries. It is a useful document for those who may advertise in any of the OECD member countries.

Order from OECD Publications, 1750 Pennsylvania Ave., N.W., Washington, DC 20006.

Information on the Enforcement of Laws Regarding Employment of Aliens in Selected Countries, 1982, Washington, DC: General Accounting Office, Free. (Order from U.S. General Accounting Office, Document Handling and Information Services Facility, P.O. Box 6015, Gaithersburg MD 20760.)

This report, prepared at the request of Senator Alan K. Simpson, summarizes GAO findings of the way 20 countries enforce laws on the employment of illegal aliens. Simpson is chairman of the Senate Subcommittee on Immigration and Refugee Policy. The review was designed to assist the United States in the reform of its own laws on employing aliens, but is useful information for firms who have manufacturing or other operations in one of the 20 countries in the report.

Report on Social Developments Year 1981, Luxembourg: Office for Official Publications of the Euro-Community, 1982, 166 pp., $9.50.

This volume summarizes European community developments in employment, vocational guidance and training, industrial relations, working conditions, wages, income and asset formation, housing, family affairs, social security, work safety, and health protection, in each country of the European Community.

From the section on family affairs, for example, the reader learns that all the member states are attempting to curb expenditures on services for families such as home helpers and day nurseries, that the number of people in institutions is being reduced as a cost-saving measure, and that the shifting role of women in modern society is having an impact on laws and lifestyles in all the member states.

Retirement Age Policy: An International Perspective by Sara E. Rix and Paul Fisher, New York: Pergamon Press, 1982, 140 pp., $22.50.

As early as 1960, five European countries — France, Sweden, Denmark, the United Kingdom, and West Germany — had populations as old as the United States population is now.

This cross-national study of retirement age policy highlights the differences in labor attitudes about retirement and retirement age between the countries mentioned and the U.S. Despite the differences, the authors tell us, both Europe and the U.S. face the same problem: "a growing dependency burden resulting from increasing fertility and an increasing proportion of pensioners, a possibly shrinking demand for manual and nonmanual workers, a slowdown in economic growth and so forth. In the presence of unemployment and inflation, the short-term outlook for balancing the books of social security carriers and private pension funds is almost identical."

The demographics of employment and retirement trends in the five European countries are set forth in charts and tables, as well as analysis.

In most of the European countries, labor force participation rates of those people 60 or over have declined since the mid 1950s. It appears that there is little interest among workers in remaining on the job longer. Despite that, the authors predict that most countries will not reduce their retirement age.

The increase in women in the labor force in all the countries is suggested as one way to offset the growing dependency burden. However, the authors point out that data from the United States and two of the European countries suggest that "projected increases in female labor-force participation — in the short run, will not fully compensate for the decline among middle-aged and older men," primarily because women do not work as many hours nor earn as much as men.

The authors predict, however, that the dependency burden is probably manageable for at least a decade.

The United States is in the best position among the six countries because it has the experience of the European nations on which to draw. This volume is useful in understanding both the transition that has taken place in Europe and the changes that can be anticipated in the U.S.

The Philippines: Housing Finance. A World Bank Country Study by Madhusudan Joshi. Washington, DC: The World Bank 1982, 138 pp., $5.

The housing system in the Philippines suffers from a lack of long-term capital, a characteristic of the country's financial system. The World Bank mission whose work provided the information for this report found a highly segmented system, with private financial intermediaries serving the high-income segments of the housing market, and government intermediaries providing subsidies to moderate-income households. Government programs were aimed at serving households whose incomes were too low to allow them to participate in the formal housing finance system.

The report concludes that the availability of housing finance is a major factor in the housing situation in the country. The issues which would be raised if the availability of financing was increased are explored in this report.

Making the Most of Business Opportunities from World Bank Projects is just one of the many new publications included in the recently-released 1983 catalog of publications from The World Bank. The catalog is available from 1818 H Street, N.W., Washington, DC 20433, and includes listings of free publications as well as those for which there is a fee.

The Bank's U.S. bookstore, which had been located at the H Street address, has moved to 600 19th Street, N.W.

The Third World Economic Handbook by Stuart Sinclair, Euromonitor Publications Ltd., 1982, 198 pp., $68 (Order in the U.S. from Gale Research Co., Book Tower, Detroit, MI 48226.)

This handbook covers 21 countries including 9 OPEC members, (Saudia Arabia, Nigeria, Venezuela, Algeria, Gabon, Indonesia, Libya, Iraq, and Iran), 6 newly-industrializing countries (Brazil, Hong Kong, Mexico, Singapore, South Korea, and Taiwan), and 6 other developing countries (Argentina, Chile, Colombia, India, Thailand, and Zimbabwe).

While the handbook provides an overview of the economic situation in each of the countries and includes basic statistics such as annual GNP growth, inflation rate, private consumption in billions of dollars, and so forth, the information presented is changing so rapidly that it is difficult to see how businesses could use this book in any up-to-date analysis. Demographic information presented is readily available from other sources. ●

BEST AVAILABLE COPY

Sources
Availability, Reliability, Comparability

A regular flow of timely and reliable data such as that available on the United States' population does not exist internationally, except in the most developed countries. Getting even the most elementary demographic data for making an international business decision can require pulling together numbers from a variety of sources.

Three principles guide this research: availability, reliability, and comparability.

Availability

Reliability and comparability often are a problem when evaluating international data, but these two principles don't even come into play when demographic data aren't available. There are three potential primary sources of demographic data for any country: the census, the vital statistics system, and household surveys.

The census obviously is the most complete source of data on population, households, and geographic location. The first clue to the availability of data in a country is whether it has conducted a census recently. The worst case is one where a country has never taken a census. Ethiopia is an example. The first national census for that country is now scheduled for later this year.

The next best source of population data after a census is the vital statistics system. If a country has conducted a census, but the most recent census data now are old, statistics on births and deaths can be used to update the population figures. Vital statistics in the more developed countries may also cover marriages and divorces, and can give some indication of what is happening to households. However, since these events are defined differently in different cultures, the user must understand each country's definitions.

Vital statistics also can be useful in tracking population growth in cities and regions, but make sure the system is complete. In Nigeria, for example, vital registration is limited to the capital city and events are counted when they are registered, not as they occur.

Fortunately, household surveys are becoming more common. In Thailand, for example, a monthly labor force survey produces data on employed persons by occupation, work status, and sex by municipal area, and monthly expenditures for food, goods, and services according to region and income class. Although the array of data produced by the Thai survey is thin compared with the kind of data marketers in the U.S. are accustomed to, it is rich compared with data for most developing countries.

Most countries know what proportion of their population is male, what proportion female. Countries that have conducted censuses within the last 10 or 15 years also probably have the age distribution of their populations, though it may only be in five-year age groups.

A majority of countries have information on labor force status: whether people work, their occupations, and what industries they work in. They also may have information on marital status and number of children.

Some countries have data on educational attainment, including the proportion of young people enrolled at different stages in the school system, but in other countries the best indicator of educational attainment is the adult literacy rate.

The information least available outside developed countries is what market researchers want most — statistics on income. That is not surprising given the relatively minor role that wages and salaries, as the U.S. knows them, play in most developing countries. Moreover, where these data do exist, they are rarely available for small geographic areas. For most countries, detailed data below the national level are only reported for states or provinces. Data for cities or other small geographic areas will most likely be summary measures. The only income statistic that may be available in some countries is a proxy measure that shows the proportion of the population that is economically active.

There are ways to live with such a paucity of data. For instance, if there is more information about the urban population than the rural population, that might be just fine. If the product is sophisticated, primary sales will be in the capital city anyway.

If the data don't tell much about city dwellers beyond the proportion that are urban, but that is the market, use data for a state or region, if the percent urban is high enough. International researchers must learn to work with what they find, not with what they are accustomed to having in the United States — unless of course the target is a country like Japan, the United Kingdom, or Australia. When asking for help from a source-person, be prepared to say what the data will be used for. The person may be able to suggest a substitute source.

Reliability

When data are available, reliability is another concern. If, with all the statistical resources in the United States, there still is an undercount of certain segments of the population, imagine the problems involved in collecting reliable data in less developed countries. In addition to inadequate financial or personnel resources or difficult terrain, a government sometimes prefers to polish its image by overstating statistics on literacy or access to education, or to increase its international aid by understating income.

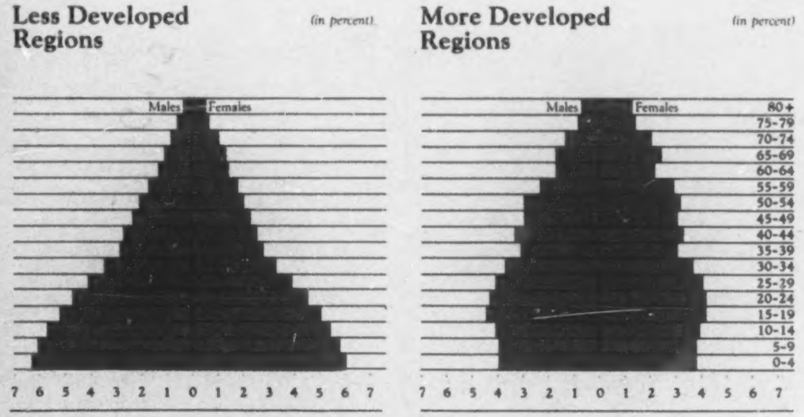
continued on p. 9

BEST AVAILABLE COPY

C0200-1 4/5/83

INTERNATIONAL DEMOGRAPHICS™

Vol. 2, No. 4 April 1983



Using the latest United Nations population estimates for 1980, these pyramids show the difference in age structure between less developed and more developed countries.

World Population Conference Will Debate Thorny Issues

Does a country have the right to keep out those who wish to immigrate? What about "brain drain" from developing countries? How much is it worth to raise life expectancy rates in developing countries to match those that prevail in developed countries?

These and other policy questions will be discussed at the 1984 World Population Conference in Mexico City under the direction of Dr. Rafael Salas, director of the United Nations Fund for Population Activities and Secretary General of the Conference.

Expert group meetings, organized by the UNFPA, are being held now around the world. Major themes to be discussed by delegates to the conference include fertility and the family, population distribution, migration and development, population resources, environment and development, mortality and health policy.

Not surprisingly, impetus for the 1984 conference — a decade after the first such event in Bucharest — is coming from the developing countries, Salas said. He told a meeting of non-governmental organizations in New York in February that the United Nations has budgeted $800,000 for the conference. The rest of the $2.3 million cost will be picked up by donor nations. Many developing countries have already made substantial commitments, Salas reported.

Leon Tabah, director of the United Nations Population Division, said he thinks the conference will be "future oriented," working within the Plan of Action set forth by delegates to the 1974 conference, but focusing on methods of implementing the plan through the rest of the 1980s. The 1974 plan of action states, among other points, that

continued

Inside

Migrants in the Gulf states create security dilemma 3
Great Britain: The shift to rural areas has begun 4
Sources: U.S. A.I.D. 9
Publications 10

COUNTRY PROFILE: GREAT BRITAIN

couples and individuals have the right to freely decide the number and spacing of their children and that they have a right to the education, methods, and means to make those decisions in a way that is responsible to their children and the needs of the community.

The attitude of many developing country governments toward family planning has changed dramatically since 1974, Tabah said. It is likely that the changing policies of these governments will be reflected in the conference debate, but Tabah warned that the conference could get off track if current events are not taken into account.

Tabah said he believes the danger of the Mexico City conference could be that it will be too conservative in responding to current poulation matters.

"Mexico City should not be Bucharest revisited," he said. •

Around the World

Canada's Work Force is Better Educated

Four out of five Canadians over age 15 have attended secondary school or higher, and one in three have some post-secondary education.

In the Yukon, nearly half the population has a post-secondary education. At least 40 percent of the people in Alberta and British Columbia have acquired some education beyond high school.

These are among new details from the 20 percent sample of the 1981 Canadian census released last month by Statistics Canada.

The improved educational background is reflected in the increased specialization in the labor force. In the past decade, four occupational groups have grown most rapidly: managerial and administrative jobs have grown 118 percent; natural science, engineering and mathematics, 72 percent; social sciences, social work, law, library, museum and archival sciences, 138 percent; and artistic, literary and recreational occupations, 105 percent.

The labor force has grown three times more rapidly than the population in general and is now over 12 million, or nearly 65 percent of the Canadian population over age 15.

British Columbia and Alberta are the most popular destinations for Canadians on the move. In the last five years, British Columbia had a net gain of 110,935 people and Alberta gained 197,650 people.

More information on the sample is available from Central Inquiries, Statistics Canada, Lobby, R. H. Coats Building, Ottawa, Ont. K1A OT6, or at regional offices of Statistics Canada.

Top 25 U.S. Export Markets

U.S. Domestic and Foreign Merchandise Exports, 1982

Rank-1982	Rank-1981
1. Canada	1
2. Japan	2
3. Mexico	3
4. United Kingdom	4
5. West Germany	5
6. Saudi Arabia	8
7. Netherlands	6
8. France	7
9. South Korea	13
10. Belgium & Luxembourg	9
11. Venezuela	10
12. Italy	11
13. Australia	12
14. Taiwan	14
15. Spain	17
16. Brazil	15
17. Singapore	19
18. China	16
19. Egypt	25
20. Switzerland	18
21. U.S.S.R.	23
22. Hong Kong	21
23. South Africa	20
24. Israel	22
25. Indonesia	not on 1981 list

Source: Business America, U.S. Department of Commerce, Superintendent of Documents, U.S. Government Printing Office, Washington, DC 20402, $55/year.

High Tech Has a Long Way to Go

While the industrialized countries try to corner the market on high technology, three-quarters of the world's population have not yet entered the information age.

Of the 400 million telephone subscribers listed in 1978, only 30 million were in the Third World. In just the arc stretching from Afghanistan across the Indian subcontinent and China to Japan, there are more than 1.4 billion people, but only 92 million read a daily newspaper. Of these, 63 million are Japanese and 11 million are Indian.

One reason is that a newspaper costs the average reader in Bangladesh or Indonesia five or seven times what it costs a Japanese, European, or North American in terms of relative income. The high costs occur because the production materials—typesetting equipment, presses, paper, and ink are imported from industrialized countries.

Publishing of the printed word is important for Third World Countries. There is danger in a computer revolution which could limit the dissemination of information to only those who control a computer.

Publishers can, however, use satellite technology as an opportunity to bring information to the developing world less expensively, rather than allowing these countries to be blocked out because of high technology.

Source: Tarzie Vittachi, deputy executive director, external rela-

continued on p. 8

INTERNATIONAL DEMOGRAPHICS

Publisher: Peter Francese
Executive Editor: Bryant Robey
Editor: Doris Walsh
Managing Editor: Caroline Eckstrom
Research Director: Cheryl Russell
Art Director: Carol Terrizzi

International Demographics (ISSN 0731-5414) is published monthly by American Demographics, Inc., P.O. Box 68, Ithaca, N.Y. 14850. Telephone (607) 273-6343.

© 1983 by American Demographics, Inc. All rights reserved.

Subscription rate $148 a year.

Demographic Problems Facing the Gulf Cooperation Council

The year 1981 marked the establishment of a new regional organization, the Gulf Cooperation Council (GCC), which brought together six states embarked on a major political process. Bahrain, Kuwait, Oman, Qatar, Saudi Arabia and the United Arab Emirates (UAE) inaugurated the GCC on May 25, 1981 in Abu Dhabi with the objectives of coordinating and integrating all spheres of life on the Arabian Peninsula.

During the past two years a great deal has been said about the GCC's achievements (in coordinating certain economic investments) and shortcomings (in failing to coordinate security agreements). Nevertheless, it is clear that the GCC remains determined to pursue its goals with respect to the needs, interests, concerns and requirements of citizens in member-states.

With a total population of 13 million,GCC states are in the enviable position of possessing large financial assets that could provide sustained income from accumulated wealth for the 8.7 million nationals. However, massive development projects that require the presence of nearly 5 million migrant laborers, have altered drastically the social fabric in these traditional societies.

GCC states face population imbalances reflecting an explosive security dilemma. Saudi Arabia, for example, has a citizen population of 7 million and a foreign worker population of 2 million. Diplomats in Jidda estimate that there may be as many as 3 million foreign workers. Kuwait has only about 600,000 citizens out of a total population of 1.6 million. In Oman, where demographic statistics are least reliable, there may be 488,000 nationals and 459,700 non-nationals. In Qatar, only 60,000 of the residents are nationals out of a total population of 240,000. In the UAE there are about 289,000 citizens and 750,000 non-citizens. Bahrain citizens are in a majority with 238,420 for 112,378 non-citizens.

Migrants living in the Gulf come from more than 70 countries. They perform both skilled and unskilled labor, and the type of labor associated with a particular nationality often characterizes the position of those individuals on the social ladder. For example, at the bottom of the social ladder are a large share of the one million Pakistanis, Indians and Bengalis, who perform menial tasks such as roadsweeping.

The million or so Yemenis tend to be in construction, together with Egyptians and South Koreans. The private administration employees (clerks, telephone and telex operators, hotel receptionists and media employees, among others) usually include the higher stratum of Indians, Egyptians, Syrians, Lebanese and especially Palestinians, many of whom have lived in the area for years.

In public administration, Jordanians, Syrians, Lebanese and other Arabic-speaking nationals help run Gulf governments. At the top governmental levels, Palestinians, Britons and Americans with long and loyal track records act as advisors to particular rulers who are phasing the non-indigenous population out.

Throughout the region, nationals are not likely to work in labor intensive jobs, such as taxi-drivers, accountants, grocers, etc. Rather, they work in investment firms, consulting offices or in government positions. With the expansion of the industrial base of GCC states, however, the expatriate workforce is expected to increase by an average growth rate of 8 percent by 1985, according to World Bank figures.

continued on p. 12

Population of Gulf Cooperation Council States, by Sex and Nationality, 1981

	Nationals			*Foreign*			*Total*		
Country	*Male*	*Female*	*Total*	*Male*	*Female*	*Total*	*Male*	*Female*	*Total*
Bahrain	119,924	118,496	238,420	84,869	27,509	112,378	204,793	146,005	350,798
Kuwait (1982)	299,205	307,597	606,800	614,934	340,454	955,390	914,139	648,051	1,562,190
Oman	—	—	488,300	—	—	459,700	—	—	948,000
Qatar	—	—	60,000	—	—	180,000	—	—	240,000
Saudi Arabia	3,635,449	3,443,658	7,079,107	1,436,200	713,800	2,150,000	5,071,649	4,157,458	9,229,107
United Arab Emirates	202,925	86,967	289,892	514,550	235,833	750,383	717,475	322,800	1,040,275
Total			8,762,519			4,607,851			13,370,370

Sources: For Bahrain, ARAB TIMES (Kuwait daily), #5498 August 24, 1982, p. 7

For Kuwait, Middle-East Economic Digest, Kuwait and the Middle East, Special Report, May 1982, p. 35 (estimates)

For Saudi Arabia, Demographic and Related Socio-Economic Data Sheets, for Countries of the Economic Commission for Western Asia (ECWA), UNECWA, No. 3 May 1982, Beirut, Lebanon, p. 147

For Oman and Qatar, estimates from different sources.

For the United Arab Emirates, Quarterly Economic Review for the UAE, Annual Supplement, 1981, The Economist Intelligence Unit, Ltd, London, 1981, p. 8.

Country Profile
The United Kingdom

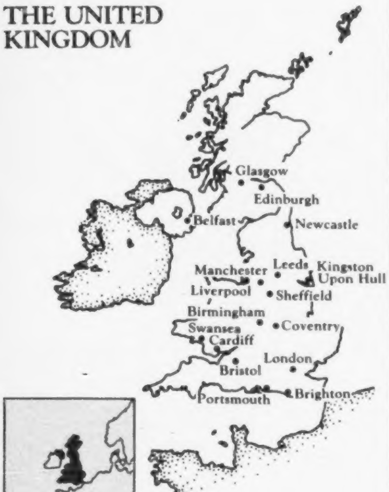
Americans are fascinated by British cultural exports, from the Beatles of the 1960s to Prince Charles and Lady Di in the 1980s. Even the London Bridge of nursery rhymes has been moved to Lake Havasu City, Arizona.

London Bridge aside, the value of 1982 U.S. imports from the United Kingdom was $13 billion. The value of U.S. exports to the U.K. was $10.6 billion, down about 14 percent from the $12.4 billion exported to the U.K. in 1981. Even with this decline, the U.K. kept its rank as fourth among U.S. trading partners in 1982, with only Canada, Japan, and Mexico preceding it.

Most Americans use the terms Great Britain, England, and the United Kingdom interchangeably, but these names refer to different entities. Great Britain includes the Kingdom of England and Scotland and the Principality of Wales. The United Kingdom consists of Great Britain and Northern Ireland. England is, of course, just England.

The reference volumes of statistical agencies outside the United Kingdom usually give data that refer to the U.K. as a whole. The Office of Population Censuses and Surveys (OPCS) serves England and Wales. Scotland collects and publishes its own demographic statistics, although some are sold through Her Majesty's Stationary Office — the government printing office of the United Kingdom. Most data in this profile are for the United Kingdom, except where England and Wales are specified. Little current information is available for Northern Ireland.

THE UNITED KINGDOM



The U.S. Commerce Department predicts that the U.K. import market will grow by close to 5 percent in 1983, substantially above the predicted growth in world trade in general.

Opportunities for U.S. suppliers are expected to include such consumer goods as apparel, fabrics, domestic furnishings, furniture, home improvement, and do-it-yourself equipment as well as health care products and hospital equipment.

The Commerce Department plans special promotional programs this year for giftware, sports equipment, robotics, furniture, hospital and medical equipment, plastics, hardware and menswear.

Regions and Cities

The 1981 population of the United Kingdom was 56.2 million people, distributed as follows: England and Wales, 49.6 million; Scotland, 5.1 million and Northern Ireland, 1.5 million.

England has seven metropolitan counties, ranging in population from nearly 7 million to just over 1 million, that can be compared to Standard Metropolitan Statistical Areas (SMSAs) in the United States. There are 39 non-metropolitan counties.

In 1981, the North West area of England, where Manchester is located, was the most densely populated, followed by the South East area around London. Since 1971, there has been some internal migration with a decline of 2.8 percent in the number of persons living in the North West, and a 12 percent gain in the number living in East Anglia, the section directly north of Greater London.

Many cities in England experienced the same growth patterns in the 1970s as did the U.S. Inner cities are losing population while the suburbs that ring them are gaining. Although the Greater London area declined in population over the decade, the outer metropolitan area grew by 4.8 percent.

Kentucky Fried Chicken is one example of a firm that has responded to these population changes and to the growing expense of prime metropolitan sites. To complement the more than 360 outlets across the U.K., the newest sites have been selected near the perimeters of towns. Two are freestanding restaurants in the north of England. The third is just outside London. The new London-area store is modeled after the U.S. suburban fast-food restaurant with a drive-through ordering system. Fast food on wheels appears to be underway in the British Isles.

None of the eight counties in *Wales* are considered metropolitan. The most populous county is Mid Glamorgan, with more than a half million people.

Scotland has only one metropolitan area, the Central Clydeside Conurbation which includes Glasgow City.

Migration

More people are leaving the U.K. than are taking up residence there.

The total number of emigrants rose by 2 percent from 1980 to 1981, to 233,000 persons, a net outflow of 79,000 people — about the same number that live in the city of Bath in Avon. Perhaps a reflection of both unemployment and racial tensions, there was an increase of 28 percent in the amount of emigration to Australia — still considered the British frontier — and emigration to South Africa doubled in a year's time.

Ethnicity and Religion

The 1981 Labour Force Survey found that 95 percent of all respondents in Great Britain were white. This includes persons with English, Scottish, Irish, Welsh, and Ulster ancestry. Non-white respondents came originally from India (720,000), Pakistan (280,000), West India or Guyana (520,000), or had mixed ethnic origins (230,000).

Just under 6 percent of persons living in private households in 1981, or 3.2 million persons in all, were born outside the United Kingdom. An increasing proportion of immigrants are from countries that form the 47 Commonwealth countries and Pakistan. In general, groups born outside the United Kingdom are younger and have larger proportions of working-age men and women than people born in the United Kingdom.

The main religion in the U.K. is Episcopal and the main church is the Church of England. The ruling sovereign is titular head of the church, and approximately 48 percent of the population have been baptized into the Church of England. In 1980, there were about 4.3 million Roman Catholics in England and Wales. Other religious groups include Methodists (488,000), Jews (450,000), Muslims (about 300,000), and members of the United Reformed Church.

Age Distribution

The rise in median age of the population of the U.K. in the last decade from 33.7 to 34.4 years follows a worldwide trend. The world median age rose almost one full year during the 1970s.

The birth rate in the U.K. has been falling steadily since the mid-1960s while the death rate has increased slightly because the population in the U.K. contains a large share of older persons. Persons over the age ~~of 65~~ made up about 15 percent of the population in the U.K. in 1980 while in the U.S. they comprised only 11 percent.

According to statistics supplied by the United Nations, there were 12 deaths per 1,000 persons in the U.K. in each year from 1975 to 1980. In the U.S. the rate for the same period was 9.3.

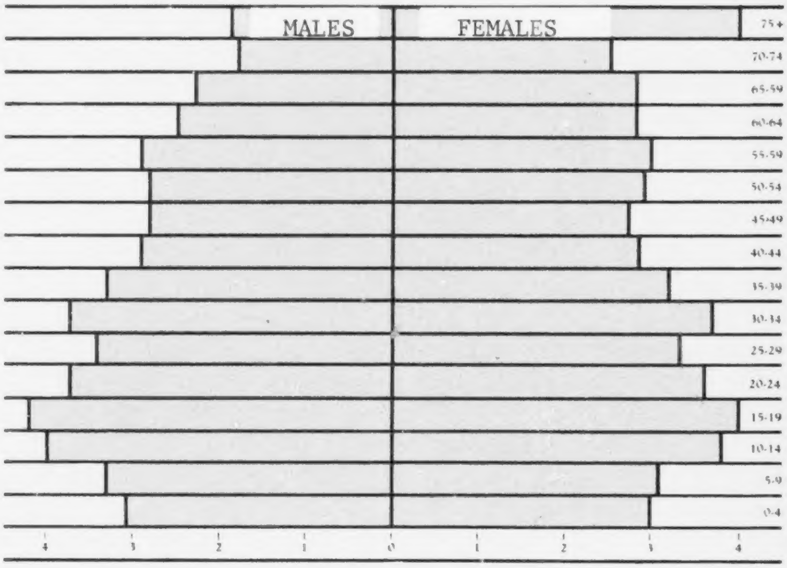
The increasing share of older persons is one reason analysts are predicting a greater emphasis on health care in the private sector during the next decade.

The total fertility rate of 1.9 and the infant mortality rate of 11.8 per 1,000 persons are identical to the rates in the U.S., according to Population Reference Bureau estimates. Life expectancy is 70 years for men and 76 for women.

In 1981, approximately 22 percent of the population of Great Britain was under 16, about the same as the U.S. The West Midlands region contained the highest proportion of young people. Eighteen percent of Great Britain's population was eligible for a pension in 1981 — age 65 or older for men and 60 or older for women. The proportion of retirement-age persons was highest in the South West area where nearly 21 percent of the population was in that group.

Population of England and Wales by age and Sex, June 30, 1981

(in percent)



Age	*Total*	*Male*	*Female*
All ages	49,592,900	24,120,700	25,472,200
0-4	3,005,700	1,542,500	1,463,200
5-9	3,200,700	1,643,800	1,556,900
10-14	3,862,200	1,980,000	1,882,200
15-19	4,070,800	2,080,100	1,990,700
20-24	3,658,100	1,854,600	1,803,500
25-29	3,353,100	1,691,800	1,661,300
30-34	3,661,400	1,840,400	1,821,000
35-39	3,203,300	1,613,800	1,589,500
40-44	2,831,700	1,427,200	1,404,500
45-49	2,739,200	1,378,900	1,360,300
50-54	2,838,600	1,408,000	1,430,600
55-59	2,941,000	1,433,100	1,507,900
60-64	2,655,000	1,248,800	1,406,200
65-69	2,499,200	1,125,500	1,373,700
70-74	2,146,900	899,500	1,247,400
75+	2,925,900	952,600	1,973,300

Wales

Counties: Estimated Home Population, June 30, 1981

Clwyd	392,200
Dyfed	332,300
Gwent	440,100
Gwynedd	234,100
Mid Glamorgan	537,000
Powys	111,300
South Glamorgan	390,400
West Glamorgan	369,700

Households and Families

A household in Great Britain is defined as a "single person or a group of people who have the address as their only or main residence and who either share one meal a day or share the living accommodation." People who share only kitchen or bathroom facilities are not considered a household.

According to the 1981 census, there were 19.5 million households in Great Britain, 17.7 million of which were located in England and Wales. During the 1970s there was a decline in average household size from 2.9 persons in 1971 to 2.7 persons in 1981.

Just as in the U.S., there has been an increase in the number of single-person households in Great Britain in the last decade. About 22 percent of households contain only one person. The proportion of households with one person 60 years of age or older rose from 12 percent of all households in 1971 to 15 percent of households in 1981.

The increase in single-person households in Britain is not likely to have the same impact on the consumer goods market that it has had in the United States. The British still shop almost daily for perishables and buy them in smaller packages because they do not have storage space or freezers common in U.S. households. Packaging in Britain is already small. Living spaces in the U.K. also are smaller than those in the U.S., so single people are less likely to want to move to smaller quarters.

Although 88 percent of families with children under the age of 16 were two-parent families in 1981, this proportion was less than in 1972, and one-parent families increased. In 1972, 8 percent of families with dependent children were headed by a single parent, whereas 12 percent were in 1980. The average number of children per family with children fell from 2 in 1971 to 1.8 in 1981.

More marriages took place in the mid-to-late-1970s. This was largely a function of remarriages, although first marriages for both husband and wife still accounted for almost two-thirds of all marriages in 1980.

Divorce rates continued to climb between 1979 and 1981 for all age groups under age 60. There were 146,000 divorces in 1981.

Despite lower fertility rates and higher divorce rates, the British like to stress the values of a happy home life. In keeping with the aging of the population, couples with young children have replaced singles in their teens and early 20's in advertisements and are used as models for every product from hamburgers to vacations.

England

Counties of a Million or More Population, June 30, 1981 (Estimated Home Population)

	Total	*Male*	*Female*
Greater London	6,851,400	3,290,800	3,560,600
Greater Manchester	2,624,400	1,273,100	1,351,300
Merseyside	1,524,700	731,300	793,400
South Yorkshire	1,315,100	643,500	671,600
Tyne and Wear	1,161,100	561,300	599,800
West Midlands	2,674,000	1,314,800	1,359,200
West Yorkshire	2,065,400	1,002,700	1,062,700
Essex	1,480,100	721,100	759,000
Hampshire	1,479,500	734,100	745,400
Kent	1,482,900	719,700	763,200
Lancashire	1,382,200	664,900	717,300
Staffordshire	1,015,700	501,600	514,100
Surrey	1,014,800	491,900	522,900

Housing

The U.K. census defines a dwelling as a building or any part of a building that forms a separate and self-contained set of premises for occupancy by a single family or household. Although the number of occupied dwellings is roughly comparable to the number of households, final counts of the number of dwellings are not yet available from the 1981 census because of changes in definitions between 1981 and earlier censuses. When these numbers become available, users should be careful in making comparisons.

Households in Great Britain lacking a private shower or bath or an inside flush toilet appear to be disappearing. Only 4 percent of all private households in 1981 lacked exclusive use of a bath or shower, and only 5 percent were without sole use of an inside flush toilet.

Home heating is also changing. Slightly more than one-third of all private households in Great Britain had some form of central heating in 1972; 9 years later nearly 60 percent of households were centrally heated.

Home ownership also increased. In 1981, 54 percent of homes were owner-occupied, up from 49 percent in 1971, but still slightly below the U.S. figure of 65 percent. Three-quarters of all homes had a telephone in 1981.

Automobiles for private use are more prevalent than ever before. By 1981, roughly 60 percent of households had at least one car for private use, compared with just over one-half in 1972.

Education

The United Kingdom has a literacy rate of 99 percent. One reflection of the public's literacy is that the country has the highest per capita newspaper readership in the world. Education is free and compulsory for all residents between the ages of 5 and 16. Attendance is almost 100 percent. Secondary education generally begins at age 11. Since the mid-1960s, the old state-maintained system of ability-based admission to grammar and secondary schools has been gradually phased out in favor of a system of comprehensive schools. Pupils are admitted to the comprehensive schools without reference to ability. In some areas these schools are organized for an age range of 11 to 16. In addition to the state-supported schools there are numerous private schools, direct grant grammar schools, and fee-paying "public schools," most of which are boarding schools.

In order to qualify for entrance to a college or university, students must be certified in certain subject areas. The first round of testing, if successfully completed, gives them General Certificates of Education at the Ordinary Level (G.C.E.-O). This is done at age 16. The second round takes place two years later, and qualifying students receive General Certificates of Education at the Advanced Level (G.C.E.-A). Once students get five G.C.E. passes including two at the Advanced Level, they may then be admitted to Oxford, Cambridge, or one of the approximately 40 other universities.

In 1981, about 16 percent of men over the age of 25 received a certificate qualifying them above the G.C.E.-A level, but below the level of college degree. Thirty-five percent of men were awarded the G.C.E. at or below advanced level.

About 28 percent of women received G.C.E. in 1981. The proportion of women with no qualifications fell from 76 percent in 1971 to 62 percent in 1981. The proportion of men not qualified went from 63 percent in 1971 to 49 percent in 1981.

Labor Force and the Economy

At the end of 1980, there were 26.2 million workers in the United Kingdom — 43 percent of the total population. Primary jobs were in industry and commerce, 54 percent; service, 30 percent; and government, 7 percent. Agriculture in Britain is highly mechanized, intensive, and efficient compared with the rest of Europe, but because of a shortage of suitable land and the adverse climate, only half of its food requirements are produced domestically. Fresh vegetables are a premium, and the universal U.S. side dish — a green salad — is not common fare in British restaurants.

The numbers of persons in non-manual and manual occupations is split almost evenly, according to a 1981 Labour Force Survey report. Within the category of non-manual occupations, about half of all employed persons were managers or professionals. The proportion is higher for men and lower for women. Two of every three women in non-manual occupations do some form of work classified as "clerical and related" or "other."

By contrast, three-quarters of all men in this group are managers or professionals. In the manual occupations, one half of men work in craft or similar jobs.

Unemployment, which has risen steadily in Great Britain since the 1974-75 recession, is particularly high among young people.

Partly in response to high unemployment rates in Britain, there has been a trend toward early retirement since the mid-1970s. Men 55 years of age or older and particularly between the ages of 60 and 64 have shown decreased rates of economic activity.

In the week before the 1981 Census, 56 percent of the women in Great Britain between the ages of 16 and 59 were employed, either full or part-time. While the number of women working full-time declined from 1971 to 1981, the number working part-time rose, as did the number unemployed.

The number of married women who work increased 14 percent between 1973 and 1981. Almost one-third of all married women worked part-time in 1981.

Income and Lifestyle

Per capita GNP for the U.K. was the equivalent of $7,920 in 1980, a lower figure than the $11,360 per capita GNP for the U.S. in that year. The average rate of inflation was reduced to about 12 percent by early 1981 and declined to 6 percent by the end of 1982. It should remain there most of this year.

Average earnings increased at a rate below the 12 percent inflation rate in 1981. Personal disposable income fell, but this resulted in reduced savings while consumer expenditures were stable.

A 1976 survey reported by Eurostat found U.K. residents spent an average of 31 percent of their income on food, beverages, and tobacco; 8 percent on clothing and footwear; 15 percent on rent; 5 percent on fuel and light; 7 percent on household furnishings; 1 percent on medical care; 14 percent on transportation and communication; 10 percent on recreation, entertainment, culture, and education; and 9 percent on miscellaneous.

Great Britain: Percentage of Households with Consumer durables, Central heating, and Cars — 1981

Television	97
Vacuum cleaner	94
Refrigerator*	93
Deep freezer*	49
Washing machine	78
Tumble drier	23
Dishwasher	4
Telephone	75
Central heating	59
A car or van†	59

**Fridge freezers are attributed to both 'refrigerator' and 'deep freezer.'*
†Includes households with more than one car or van.
Source: General Household Survey.

The impression that the British drink a lot of tea is grounded in fact. They have the highest per capita tea consumption in the world. In 1977, the British consumed 3,457 grams of tea per person, compared with only 318 grams per person in the U.S.

The combined circulation of the nine daily newspapers — most of which are considered national newspapers — exceeds 14 million.

Radio and television in the U.K. are provided by the BBC which operates under Royal Charter and the Independent Broadcasting Authority which governs the commercial stations. BBC Radio has four national networks and 22 local stations. As of September 1981, there were 30 Independent Local Radio (ILR) stations reaching 29 areas. Another 39 ILRs are expected to come on the airwaves in the 1980s.

ITV-Independent Television Authority — consists of 15 separate companies contracting to provide programs for 14 independent television stations. On Nov. 2, 1982, a second commercial station began operating. Channel 4, like ITV, is under the control of the IBA. The other two channels are BBC1 and BBC2. From now on, British viewers have their choice of the BBC's "Breakfast Time" or the commercial version, "Good Morning Britain."

Sources of Information

Data from the 1981 British Census and from the General Household Survey (similar to the U.S. Current Population Survey) are released regularly by the Office of Population Censuses and Surveys, an office of the Government Statistical Service.

One way to keep current with new releases is to ask to be put on the list to receive *OPCS Monitors*. Write to OPCS Monitors, Information Branch (M), Room 806, St. Catherines House, 10 Kingsway, London WC2B 6JP, England.

A firm located in the U.S., Kraus-Thomson Organization Ltd., now sells British census and survey publications. Her Majesty's Stationary Office (HMSO) Sectional List No. 56 lists these publications and their prices. (Scotland is included in HMSO list No. 50). The sectional lists are available from Kraus-Thomson, Route 100, Millwood, NY 10546; telephone (914) 762-2200. The lists are also available through HMSO in London. Write to HMSO, P.O. Box 569, London SE 9 9NH, England.

Small Area Statistics (SAS) for Great Britain are available in print, magnetic tape, microfilm, and microfiche with the most detailed data on the tape and microforms.

Users Guide No. 50 gives information on (SAS) tables, prices, and how to order the different types. Users Guide No. 50 is available from the ordering address below.

Orders for 1981 SAS for England and Wales should be directed to Census Customer Services, OPCS, Segensworth Road, Titchfield, Fareham, Hants PO15 5RR; telephone Titchfield (0329) 42511, exts. 231 or 296. For the 1981 SAS for Scotland, contact Census Customer Services GRO (Scotland), Ladywell House, Edinburgh EH12 7TF; telephone Edinburgh (031334) 0380, exts. 208 or 254.

Inquiries about the use of Small Area Statistics and its suitability for particular needs can be directed to Census Division (RES) OPCS, St. Catherines House, 10 Kingsway, London WC2B 6JP; telephone 01 242 0262, exts. 2024 or 2029.

A U.S.-based firm, CACI, with offices in London and Birmingham originally developed its ACORN system for Great Britain. ACORN (an acronym for A Classification of Residential Neighborhoods) groups British enumeration districts by types of households and consumer behavior to allow businesses to better evaluate and plan site location, market penetration, and targeting mailings. CACI's U.S. office can provide more information about its marketing services in the U.K. In the U.S., the address is 1815 N. Fort Myer Drive, Arlington, VA 22209; telephone (703) 841-7807. In the U.K., the address for the marketing analysis division is 296/302 High Holborn, London, WCI, England.

General business information, including statistics on labor force, government purchases, legislative changes, etc. is available in a weekly publication, *British Business*. Subscription cost is 93 pounds a year. Order from the HMSO box number given above or from a U.S. firm, Bernan Associates, 9730-E George Palmer Highway, Lanham, MD 20706; telephone (301) 459-7666 at a U.S. price of about $159.

The most recent information on the U.K. from the U.S. Department of Commerce is in the Feb. 21 issue of *Business America*. The U.K. desk officer at the Commerce Department can be reached at (202) 377-3748.

A 1982 publication that may be useful to researchers who focus on families and households in Great Britain is *Families in Britain*, edited by R.N. Rapoport, M.P. Fogarty, and R. Rapoport for the British Committee on Family Research. It includes chapters on conventional, dual-worker, and single-parent families, as well as chapters on specific ethnic groups, and such topics as "Families and Leisure," and "British Families in Transition." It is distributed in the U.S. through Routledge & Kegan Paul, Ltd., 9 Park St., Boston, MA 02108 for $25.

—Daphne Spain

Contributions to the profile were made by Ann Harrington and Doris Walsh.

ATW/*continued from p. 2*

tions-UNICEF: *POPULI*, Vol. 9, No. 1, 1982, United Nations Fund for Population Activities, 220 E. 42nd St., New York, NY 10017

Mexican Travel Down, But Not Out

Despite devaluation of the peso, air travel from the United States to Mexico was down 7 percent in the first nine months of 1982, compared to 1981. The highest increases in foreign-bound air travel from the United States were to Italy, Jamaica, the Netherlands, Spain, Switzerland, Ireland, Israel and Belgium, each of which saw at least an 18 percent increase over the previous year.

Even with the decline in visitors, however, Mexico was still the favored destination for U.S. air travelers, according to Nettleton Travel Research Center, Inc. of Falls Church, Virginia.

The Center ranked the top 25 countries sending visitors to the United States and the top 25 countries to which U.S. citizens traveled in the first nine months of 1982.

The largest increase in foreigners arriving in the U.S. was from Australia. Arrivals from down under increased by nearly 15 percent. The largest decrease — 26 percent — was from Mexico, undoubtedly caused in part by the devaluation. Mexico was still third in sending visitors, after the United Kingdom and Japan. Other countries among the top 10 sending visitors to the United States were West Germany, Venezuela, France, the Dominican Republic, the Bahamas and Jamaica.

Asian Business

Asian Business magazine will hold a conference from May 25 to May 27 at the Hotel Regal Meridien in Kowloon, Hong Kong, featuring nine business leaders from Malaysia, Philippines, Hong Kong, Indonesia, and Sri Lanka. Subjects included are Management and Manpower, Resources and Infrastructure, and Finance and Capitalization.

For more information, write to Asian Business Summit, '83, 15/floor Lockhart Centre, 301-307 Lockhart Road, Hong Kong. •

Sources

U.S. Agency for International Development

In the next 20 years, the world's population is projected to grow by about 2 billion, and more than 90 percent of that growth will occur in developing countries.

Helping less developed countries manage their population growth to meet social and economic development goals is an important part of the Agency for International Development's mission.

Management and evaluation of voluntary family planning services requires accurate information about basic demographic trends. As part of its programs, A.I.D. has become an important supporter of international population statistics. Although the primary purpose of these data is for government use, much of the information also is available in the United States for researchers and businesses.

The single largest source of data funded by A.I.D. is the World Fertility Survey (WFS). Begun in 1972 by the International Statistical Institute, the survey was the first attempt to gather a variety of fertility and family planning variables for cross-national comparisons.

The WFS has published findings from 34 developing countries, and 8 more surveys are in progress. About 20 developed countries are also participants. WFS data tapes include extensive information on marital status, fertility, and family planning trends, as well as demographic and socioeconomic characteristics for particular countries. These tapes can be ordered from Mr. Beverly Rowe, WFS, 35-37 Grosvenor Gardens, London SW1W OBS, United Kingdom.

According to Richard Cornelius of the Research Division in the Office of Population, over 350 projects from the WFS have been undertaken in the last 10 years, most by researchers outside of A.I.D. A current "WFS Publication List" is available from the Publications Office, International Statistical Institute, P.O. Box 950, 2270 AZ Voorburg, The Netherlands. This list includes a variety of occasional papers, scientific reports, technical bulletins, comparative studies, and survey summaries for 36 countries. There is no charge for these publications.

Thirty "First Country Reports" (usually published in the language of the reporting country) are available in bound and microfiche form. There is a $10 mailing charge for one report ordered alone, and an additional $2 for each extra report included in the same order. The WFS will end in June 1984, in response to budget cuts.

The Contraceptive Prevalence Surveys carried out by Westinghouse Health Systems for A.I.D. assess family planning knowledge, availability, and use. They are designed as quick, low-cost tools for program management and evaluation. Publications from these surveys can be obtained from Dr. Lawrence Smith, Contraceptive Prevalence Project, Westinghouse Health Systems, P.O. Box 866, Columbia, MD 21044; telephone (301) 992-0066.

A birth and death data collection project at A.I.D. is being phased out. This project was established to collect "surrogate" vital registration data through sample surveys in the absence of reliable national statistics. Survey projects have been initiated in Indonesia, Somalia, Jordan, Columbia, Mexico, and Bolivia. A list of these publications can be obtained from Dr. James Abernathy, Project Director, Poplab, University of North Carolina, Chapel Hill, North Carolina 27514.

The WFS and CPS will be combined in 1984 to form the Family Planning and Demographic surveys, and a new project called Demographic Data for Development will be extended through 1987, according to Dr. Joseph Speidel, deputy director of A.I.D.'s office of population. The latter is a joint venture, funded by A.I.D., but carried out by the Census Bureau, Westinghouse Health System, and the East-West Population Institute. The project helps developing countries process, evaluate, and analyze demographic, family planning, and other social and economic data to promote understanding of the relationship between population growth and development goals.

Microcomputers have become an educational tool in A.I.D.'s international population policy programs. Dr. Sarah Clark, Chief of the Policy Division of the Office of Population, explained that in the "Resources for the Awareness of Population Impact on Development" (RAPID) project governments of developing countries can request a model of the relationship between population growth and socioeconomic development. Three different projections of fertility levels can be related to the country's stated goals of food self-sufficiency, education or literacy, or housing. Using computer-assisted graphics and a television monitor, heads of state are shown the impact of high, medium, or low fertility on their specified goals. RAPID reports have been completed for more than 33 countries, and are available to the public. Contact Adrienne Allison, Policy Division, Office of Population, U.S. Agency for International Development, Washington, DC 20523; telephone (703) 235-8081.

The Economic and Social Data Services Division produces several reports with broader bases than those covered by the Office of Population. Dr. Annette Binnendijk of the Development Information Utilization Office said the most comprehensive are the *ALLDATA Reports* available for 177 countries. They contain the most recent statistics from A.I.D.'s Economic and Social Data Bank (ESDB). Seven separate categories of data are available from the ESDB: social indicators; World Bank economic data; International Mone-

continued

tary Fund (IMF) government finance statistics; IMF balance of payments; IMF trading partners; agricultural sector; and selected A.I.D. official data. The information in these reports is continually updated and expanded as new statistics become available. Reports are available in paper only (see ordering information below).

An *Inventory of A.I.D. MicroData Sets for Developing Countries* has data at the individual or household-head level on demography, health, nutrition, agriculture, housing, energy, natural resources, and education. Names of principal contacts for obtaining further information and publications are included. The order number is PN-AAK-957.

Reports of *Selected Statistical Data by Sex* are available for over 120 countries and present economic and social data disaggregated by sex, age, and residence, for a variety of demographic, educational, health, household, income, and employment variables.

The *Country Development Strategy Statement Data Abstracts* provide a selection of economic and social progress indicators. Included are the topics of national income, agriculture, foreign assistance, income distribution, health and employment. Data are presented in tables and graphs.

For information about ordering the four publications above and to receive a list of other A.I.D. publications, contact the Agency for International Development, DIHF/ESDS, 7222 47th St., Chevy Chase, MD 20815; telephone (301) 657-9319.

An A.I.D. library open to the public is located in its Virginia office at 1601 Rosslyn Plaza, Rosslyn, VA. Hours of operation are 8:45 a.m. to 5:30 p.m., Monday through Friday. The telephone number is (703) 235-1000.

Those interested in information about a specific country can contact Richard Cornelius, Research Division, Office of Population, Agency for International Development, Washington, DC 20523; telephone (703) 235-9692 for referral to the appropriate publications. •

—Daphne Spain

Publications

Marriage, the Family, and Women in India by V. V. Prakasa Rao and V. Nandini Rao, Columbia, MO: South Asia Books, 1982, 244 pp., $19.50.

College students in India reflect changing attitudes towards age at marriage and woman's role in the family. But dowry expectations, arranged marriages, and the extended family continue to play an important role in modern India.

In the nine studies of college student attitudes reported in this volume, the Raos found among other things, that dowry expectations increase as educational background increases, even though a high proportion of the students maintained that the dowry is not important in the settlement of their marriages.

Forty-five percent of the students interviewed said both husband and wife should have control over a dowry; 23 percent said both should be consulted but that the husband should have the ultimate power. Only 6 percent would give ultimate power to the wife, 11 percent to the husband's parents, and 10 percent to the husband alone. Sixty percent of the women wanted both to share in the responsibility equally compared to only 38 percent of the men.

The Raos find that by educational degrees, the rank order, from high to low, of dowry expectations is as follows: foreign degree, medical, engineering, Ph.D., law degree, M.A., B.A., some college, and matriculated student.

Contrary to popular belief, "neither income nor education has lessened joint family sentiments," according to the researchers. Their studies show that educated urbanites find the joint family — several generations under one roof — a convenient way to live.

Of the student sample, 35 percent said they prefer joint living, and that family goals are more important than individual ones.

Just as in most developed nations, women's participation in the Indian labor force is increasing. Comparisons of the families and attitudes of working mothers with those who stay at home showed a striking resemblance to more developed nations. Husbands whose wives work outside the home tend to assume more household chores. Women who worked were more satisfied with their lives, and they made more use of outside agencies. They also were more involved in budget control and investments.

Firms interested in the changing lifestyles of upper and middle income families in India will find this volume a useful resource.

The Lace Makers of Narsapur — Indian Housewives Produce for the World Market, by Maria Mies, London: Zed Press, 1982, 196 pp., $8.50. (Distributed in the U.S. by Lawrence Hill & Co., 520 Riverside Ave., Westport, CT 06880).

In contrast with the women described in *Marriage, The Family, and Women in India* the women described in this study have low incomes and low levels of education.

In the families of lace makers, men dominate and the women make lace to be able to afford food other than staples, clothing, and other necessities for their families. Men are fed first and children and women get what is left. Ninety percent of the money spent on recreation and 44 percent of the money spent on health care in a family is spent by men. Thirty-two percent of health care expenditures are allocated to children, and women consume only 24 percent.

Where family income is sufficient for needs, it is not unusual for one of the men to be occupied trading the women's lace, at much higher earnings than the women could ever hope for. In one family cited, five lace makers earned one-fifth the income of three men — one of them a trader.

In these families, women do not exercise control over the family budget except for the money they earn on lace-making.

The book's appendix is a detailed account of a typical lace-maker's day.

International Fertility Indicators. Washington, DC: U.S. Census Bureau, (P-23, No. 123, GPO Stock No. 003-001-91537-5), $4.75. Order from Superintendent of Documents, U.S. Government Printing Office, Washington, DC 20402.

This is a compendium of data published earlier by the Census Bureau, the Population Council, and the United Nations, consolidating information on fertility levels and the demographic and socioeconomic characteristics of women in countries with populations of one million or more.

The report presents an international perspective on mid-1970s data on childbearing among teenagers and older women, fertility differences among generations, lifetime births desired, contraception, and abortion patterns.

Countries are categorized by level of development as measured by labor force participation rates for women, their occupational distribution, their literacy levels, the marital status of women in their childbearing years, and the impact of religion on fertility rates in certain world regions.

The Handbook of National Population Censuses: Latin America and the Caribbean, North America, and Oceania, by Doreen S. Goyer and Eliane Domschke, Westport, CT: Greenwood Press, May, 1983, 675 pp., $75.00

This handbook is a comparative study of the censuses of every country — how they are taken, definitions and concepts used, general content, special features, and where copies can be found. This is the first volume of a projected two-volume work.

Each national and territorial entry includes a map, the names of the capital cities, the names of official statistical agencies, the national and primary United States repositories of the data, and a chronological description of the censuses with a national topic chart. Included in each post-1945 entry is information about the availability of unpublished data, and more important, whether computer tapes are available. The entries also include information about the language of publication, and a list of other national statistical publications that provide demographic data. The appendices contain international population charts, and there are indexes to key terms, variant country names, capital cities, and general subjects.

This new handbook serves as a companion to the international population census bibliographies prepared by Goyer for the Population Research Center of the University of Texas in Austin where the authors are staff members.

International Migration Policies and Programmes: A World Survey, New York: The United Nations Department of International Economic and Social Affairs, 1982, 111 pp. Sales No. E.82.XIII.4. (No price given.)

International migration is important to companies doing business in foreign countries because immigrants often are the greatest source of labor in a foreign country, and because people who are working in other countries may be an important income source for their families who remain in the home country.

This report documents international migration in each region of the world and suggests what the future may be like in places such as Western Europe, where guest workers were once an important part of the labor force.

At one point, the report concludes: "The capital-rich countries of the Middle East have been growing in importance as labour-importing countries, recruiting workers from some of the countries that formerly supplied Western European markets, as well as from a growing number of Asian countries. A policy that has increasingly been adopted has been to import workers in 'project packages' and to channel them to new industrial areas, where they are kept in camps, thus minimizing their cultural impact on the local population."

The report states that it is likely that the "project package" method will become the norm in the Middle East and may extend to other regions as well.

While countries are likely to want to continue sending workers outside their borders for economic reasons, the report concludes that the migrants themselves may resist going abroad if they are required to stay in segregated compounds.

"While it is not possible to predict accurately the future of labour migration flows, there is a clear need for bilateral and multilateral agreements to regulate international migration — as recommended by the World Population Plan of Action — in order to even out fluctuations, make remittances more predictable, and assist return migration when it occurs," the report states.

Demographic Indicators of Countries: Estimates and Projections as Assessed in 1980, New York: United Nations, 1982, 437 pp., $40.

This is one of the most valuable demographic publications the United Nations produces because it includes medium variant estimates and projections for the world, geographic regions, and 155 individual countries from 1950 to the year 2025.

The demographic variables include age in five-year groups by sex, population by age groups — such as females between the ages of 15 and 49, urban and rural populations in number and percent, average annual change in population, rates of annual change, fertility, mortality, life expectancy and median age.

Some demographic characteristics are also examined for the low and high variants.

If someone had $50 to spend for international demographic information and wanted to know how to spend it, this would be our recommendation.

Order from United Nations Publications, Room A-3315, New York, NY 10017. The UN pays postage if payment is enclosed with the order.

Problems / *continued from p. 3*

In such a situation, GCC governments worry whether Palestinians will attempt a coup in Kuwait; whether Shi'a Muslim workers from Iran will plot to overthrow the Sunni leaders in Bahrain (as they attempted unsuccessfully in 1981) or disturb the balance of power in Qatar; and whether Yemeni laborers will foster class revolt in Saudi Arabia.

Cognizant of these possibilities, GCC Immigration, Passports and Labor Committee Directors held a meeting in Muscat, Oman in April 1982 where a declaration was issued which stated that the security and stability of GCC states must be safeguarded. Furthermore, arrangements were to be made to unify all regulations adopted by member states concerning immigration, residence, and labor and naturalization laws in order to reach a standard system.

There are a few choices available to authorities who are striving to minimize the potential threat emanating from large numbers of foreign residents. One such choice is the periodic purge conducted by police officials who verify residence permits. Violators usually are ordered to leave the country by a specified date. Examples of such arrests and deportations are frequent. In June 1982, 2,000 aliens of different nationalities were arrested and deported from the UAE for violating immigration and labor laws. In November 1982, 25,600 aliens were deported from Kuwait for similar offenses.

A second choice is available to GCC states, one that might in the long run reduce the high dependence on foreign labor. Given the relatively high fertility rate in most GCC states (ranging from 3.5 to 7.5 children per woman on the average), it is possible to plant the seeds for national employment principles. If emphasis is placed on employing nationals in all fields, development strategies could remain free of at least one source of instability. •

—*Joseph A. Kechichian*

Joseph A. Kechichian is a doctoral candidate in foreign affairs at the University of Virginia.

Gulf Cooperation Council States: Population and Foreign Labor Force

	BAHRAIN	*KUWAIT*	*OMAN*	*QATAR*	*SAUDI ARABIA*	*UNITED ARAB EMIRATES*	*TOTAL*
Total Population	350,798	1,562,190	948,000	240,000	9,229,107	1,040,275	13,370,370
Foreign Population	112,378	955,390	459,700	180,000	2,150,000	750,383	4,607,851
Percentage Foreign	32%	61%	48%	75%	23%	72%	34%
Country of Origin, Arab							
Egypt	5,800	95,290	12,345	6,000	300,000	15,000	434,435
Iraq	2,550	78,190	3,000	1,000	5,000	1,000	90,740
Jordan*	4,900	20,000	7,490	960	75,000	39,000	147,350
Lebanon	2,560	42,500	10,200	3,000	37,900	10,000	106,160
Oman	15,800	22,000	—	2,000	41,000	30,000	110,800
Saudi Arabia	1,000	23,500	2,000	9,900	—	—	36,400
Sudan	1,780	5,000	13,500	—	71,800	3,000	95,080
Syria	3,200	72,700	12,100	2,500	43,500	5,000	139,000
United Arab Emirates	—	—	2,000	3,200	—	—	5,500
Yemen (Arab Rep)	4,000	5,000	43,000	5,800	800,000	5,600	863,400
Yemen (PDRY)	2,750	20,800	21,500	1,500	180,000	10,000	236,550
Palestinians	—	278,800	48,200	22,500	127,000	34,700	511,200
Other Arabs	2,338	17,700	25,000	5,000	20,000	15,383	84,421
Country of Origin, Non-Arab							
Afghanistan	—	—	10,000	—	—	80,000	90,000
Bangladesh	—	—	60,000	—	10,000	52,700	122,700
India	2,000	75,000	15,000	10,000	100,000	140,000	442,000
Iran	7,700	80,000	2,335	56,700	—	40,000	186,735
Pakistan	15,000	53,800	100,000	46,440	200,000	100,000	515,240
Somalia	—	5,000	5,000	—	5,000	10,000	25,000
South Korea	40,000	—	—	—	30,000	—	70,000
Sri Lanka	—	—	—	—	50,000	4,000	54,000
Other Non-Arabs	2,000	60,000	66,840	3,500	58,800	55,000	246,140

Sources: Figures compiled from Gulf newspapers, MEED (several issues), ECWA, UN estimates.
All figures are estimates.

* *In the case of Jordan, some might be Palestinians carrying Jordanian passports, despite the usual statistical precautions in place. The estimated figures are negligible in any case given the high proportion of skilled Jordanians working in the Gulf.*

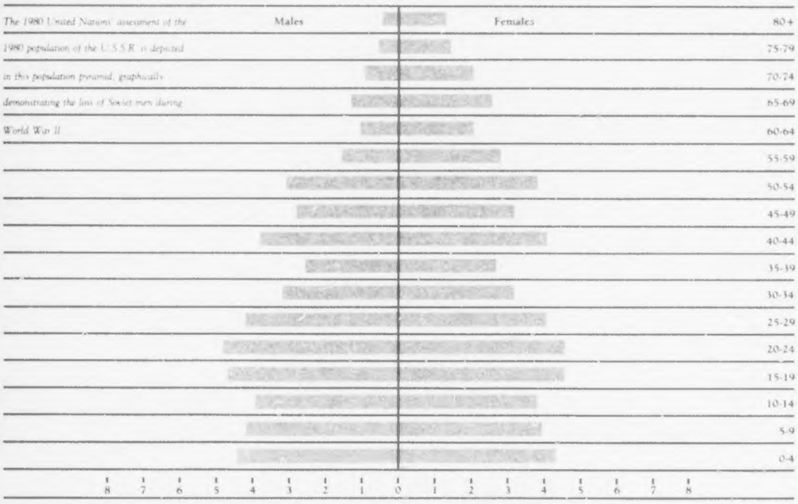
CO200-1 4/29/83

Vol. 2, No. 5 May 1983

INTERNATIONAL DEMOGRAPHICS™

SOVIET UNION

(in percent)



The 1980 United Nations' assessment of the 1980 population of the U.S.S.R. is depicted in this population pyramid, graphically demonstrating the loss of Soviet men during World War II

Paris Paper Shies Away From Eastern-Bloc

Soviet demographer Anatoli Yashin disappointed Paris organizers of an international seminar on the relationship between social policy and health by shying away from discussing the years 1974 to 1981 when death rates, especially among infants, reportedly rose precipitously across most of the Eastern bloc.

Over that period, average life expectancy in Russia and its satellites is thought to have declined at least 3.5 years to age 67.5, according to Jacques Vallin, a researcher at France's Institut National d'Etudes Demographiques, which helped to organize the March seminar for the International Union for the Scientific Study of Population, based at Liege, Belgium.

"The Soviets stopped issuing official mortality figures in 1974, but we believe their increase includes men and women of all ages and may be especially grave as concerns infant deaths," Vallin told *International Demographics*. Demographers believe Yugoslavia is the one exception to the trend among Communist countries, Vallin said.

"Yashin, however, sidestepped the mandate in dealing only with the time up to 1974 when life expectancy was increasing," Vallin said, adding that Yashin's text is one in which topical revisions will be sought before publication sometime next year.

A question and answer period lent little insight into suspected causes for the Soviet life expectancy reversal.

"We'd like to know if demographic surges in a particular part of the U.S.S.R. — Central Asia, for example — are affecting the summary figures. Or what can be attributed to alcoholism or to health-care deterioration if funds are being drained away for vast military spending," Vallin said.

Yashin's paper had been eagerly awaited in the absence of direct participation from the Soviet Union. At the time of the seminar he was associated with the International Institute for Applied Systems Analysis near Vienna, Austria.

In general, the seminar evaluated which kinds of social and health programs have been successful in the past and which seem promising for the future. A question of concern to developed countries is which kinds

continued

Inside

Can Europe Be Considered One Market? 3
Saudi Arabia Emphasizes Education 4
Publications 10
Sources: The Population Council 12

COUNTRY PROFILE: SAUDI ARABIA

of intervention are most likely to succeed against heart disease, cancer, and fatal road accidents, and to produce life-expectancy growth similar to that in the past decade. As for the developing world, one of the questions delegates addressed was the failure, in large measure, of health-care delivery systems patterned on the western model to significantly reduce rural mortality levels.

Milton Roemer, a physician participant, told *International Demographics* that one success of the meeting was bringing together doctors and demographers.

"The prevailing view now is that health policy alone is not enough. For there to be an impact on health, social policy must accelerate health services," Roemer said.

About 125 delegates, half from France, attended the seminar funded in part by the French ministries of employment, health, and research and industry, as well as the United Nations, and the Ford Foundation●

—Peter Inserra

Peter Inserra is International Demographics' *French correspondent.*

Around the World

The World According To Gallup

For every bit of optimism found in a recent 28-nation Gallup International Survey, there is a corresponding bit of pessimism.

Respondents in Spain, Colombia, and Greece, for example, were the most optimistic about their personal lives in the next 12 months, but worldwide, a mood of pessimism prevailed. In total, 36 percent of the 30,000 participants predict 1983 will be worse than 1982 in their personal lives, while only 29 percent foresee a better year. In industrial nations, pessimism outweighed optimism by a 3 to 2 ratio, while in developing nations, optimism matched pessimism.

Most optimistic about the chances of avoiding an all-out global conflict in 1983 are the Finns, Italians, Japanese and Greeks while the least optimistic are Australians, Americans, and Colombians.

Even though they generally believe that there will not be an all-out conflict, the majority of respondents feel the chances of avoiding all international discord are slim. Most optimistic are the Colombians and the Brazilians, but even in these nations, only slight majorities expect 1983 to be peaceful.

Participants expect strikes and industrial disputes to increase this year. The nations in which the largest proportions expect increases are Denmark, the Netherlands and Norway. Only in Spain and Sweden, do the majority of residents foresee fewer labor protests.

Research for the Gallup International survey was conducted in November, 1982.

Source: *The Gallup Report*, January, 1983, P.O. Box 628, Princeton, NJ 08540, 12 issues, $75 per year.

French Population Estimates Revised

The size of the French population in 1982 will exceed by about half a percent the 1982 estimate of 54.2 million, when results of last year's census are revealed this summer.

The revised estimates of 54.5 to 54.6 million were reported by France's *Institut National d'Etudes' Demographiques* (INED) in its annual review of the previous year's population situation.

The official census in France is taken by the Institut National de la Statistique et des Etudes Economiques (INSEE), which counted 52,655,802 inhabitants in France's 1975 census.

INED's estimates include the total population within France. Deducting about 4 million resident foreigners and adding about 1.5 million French citizens living in possessions and 1 to 2 million Frenchmen living in other countries, INED estimates about 53 million French — more than 50 million of whom live in their native land.

The review offers some insight into what the 1982 census is likely to reveal:

—Immigration of 30,000 to 40,000 persons annually.

—About 1 million people gained every four years.

—A gain in 1982 of 0.4 percent in life expectancy.

—A female life expectancy of 78.9 for 1982 — one of the world's highest.

—An increase in the percentage of the population over age 75 — from 3.5 percent in 1946 to about 6 percent in 1982.

—A sharp decline in the population under age 19 — possibly below the World War II level of 29.5 percent.

—An increase in births outside marriage over the 1981 level of 12.7 percent.

Canada's Health

By the year 2022, every hospital bed now available in Canada could be filled by an elderly person, according to a recent report, *Perspectives on Health, 1983*, released by Statistics Canada.

For the next few decades, changes in Canada's age structure will have a greater effect than population growth on health resource planning in that country, the report says. However, demand for services could ease if Canadians used less tobacco and alcohol.

continued on p. 11

INTERNATIONAL
DEMOGRAPHICS

Publisher: Peter Francese
Executive Editor: Bryant Robey
Editor: Doris Walsh
Managing Editor: Caroline Eckstrom
Research Director: Cheryl Russell
Art Director: Carol Terrizzi

International Demographics (ISSN 0731-5414) is published monthly by American Demographics, Inc., P.O. Box 68, Ithaca, N.Y. 14850. Telephone (607) 273-6343. © 1983 by American Demographics, Inc. All rights reserved. Subscription rate $148 a year.

Psychographics in Europe

International marketers are often confronted with the dilemma of whether to standardize their marketing activities or tailor them to individual countries.

Standardization is attractive because it is less costly and easier to execute. On the other hand, the risks can be huge. If local country conditions differ in ways that affect a product's sales, a standardized marketing strategy could result in lost sales.

Some firms such as Pepsi-Cola and Coca-Cola have accepted the premise of a monolithic force that motivates people to consume soft drinks no matter where they live. Others, such as Singer, view the world from a different perspective. They see each country as a different marketing entity and vary their strategies accordingly.

Europe is a special case of a regional market in which countries are linked economically within a relatively small geographic area, and yet are characterized by considerable cultural diversity. Given the extensive inter-market penetration of the mass media, the opportunity to reach multi-market audiences with common advertising messages is almost irresistible.

But how can marketers be sure that an advertising campaign will work in one or more countries with different cultures? Are there important similarities that cross cultural lines and geographic boundaries?

Values are one cultural characteristic that can be assessed through psychographic surveys. Values are defined here as reasonably durable beliefs that guide the formation of attitudes, and ultimately human behavior, as people are forced to make choices in routine social situations. Values are critical to the selection of products, models, and brands. Therefore, advertising must convey its message in a manner that is consistent with prospective customers' values.

If people in different target countries hold similar values, perhaps they can be considered one market. Recent survey research conducted in the United Kingdom, France, and Germany yielded evidence to support either side of the standardized vs. individualized dilemma. However, the evidence is tilted slightly in favor of a standardized campaign that makes allowances for minor variations by country.

The Research

In each country, 500 women selected by random sampling techniques were asked to rate 29 value scales in terms of their importance to the individual respondent. The value statements included such items as "To become the first of my friends to

continued on p. 11

Value Segments and Scale Definitions, by Country

Country	Segments		
United Kingdom	*Traditional Homemaker* Devoting most of your time to the home Staying at home Doing things slowly and deliberately Spending a lot of time on household tasks	*Contemporary Homemaker* Having a familiar routine Having people admire your possessions Being able to plan all activities in advance Having fashionable possessions Learning about ways to save money on household expenses Having a modern, up-to-date home Having an orderly way of life Having expensive looking possessions To be with people who have up-to-date ideas Learning about something new for your home Having beautiful things in your home Having things tidy Having appliances which are good-looking Saving money whenever possible	*Homemaker Aversion* Having something good happen unexpectedly Having products which are uncomplicated Having many outside interests Being able to get domestic tasks done quickly
Germany	Having a familiar routine Being able to plan all activities in advance Learning about ways to save money on household expenses Having an orderly way of life Devoting most of your time to the home Staying at home Doing things slowly and deliberately Spending a lot of time on household tasks Having things tidy Saving money whenever possible	Having something good happen unexpectedly Having fashionable possessions Having distinctive possessions Having a modern, up-to-date home Being with people who have up-to-date ideas Having products which work as expected Learning about something new for your home Having many outside interests Being able to get domestic tasks done quickly Having appliances which are good-looking	No significant clustering
France	Having a familiar routine Being able to plan all activities in advance Learning ways to save money on household expenses Having an orderly way of life Having appliances which are easy to carry Having products which are uncomplicated Having things tidy Having appliances which are good-looking Saving money whenever possible	Being assured an appliance is easy to use Having something to keep busy at Learning about something new for your home Devoting most of your time to the home	Having something good happen unexpectedly Having distinctive possessions Having beautiful things in your home Having many outside interests Being able to get domestic tasks done quickly

Country Profile

The Kingdom of Saudi Arabia

Saudi Arabia was founded by King Ibn Sa'ud who ruled the Kingdom until his death in 1953. Since then, four of his sons have ruled one of the richest states in the world. It was King Faisal (1964-1975), however, who was responsible for the economic expansion of the oil sector which catapulted Saudi Arabia from a weak poorly-managed monarchy into a state with a current five-year development plan requiring $230 billion in investments.

The Western perception of Saudi Arabia as a backward and undemocratic state is beginning to change in acknowledgment of Saudi Arabia's moderate voice in a turbulent region. The ruling Sa'ud royal family was successful in persuading its Middle-Eastern allies to form the Gulf Cooperation Council in 1981 and played a considerable role in advancing a new Arab peace initiative (Fez Plan). On the international scene, Saudi Arabia continues to maintain a leading role within the Organization of Petroleum Exporting Countries. Also, a major contributor to the International Monetary Fund (up to $14.1 billion by the end of 1983, ranking it sixth on the IMF contributors list), the Kingdom continues to demonstrate that its economic strategy is closely tied with that of the West.

In 1982, U.S. exports to Saudi Arabia totaled $9 billion, making it our sixth largest market. U.S. oil imports from the Kingdom stood at $7.4 billion in 1982, the first time in 10 years that the U.S. has had a favorable trade balance with Saudi Arabia, whose economy is expected to remain dynamic.

The economic clout of the Kingdom in international financial markets and the vast proven reserves of oil (164 billion barrels) and natural gas (114 trillion cubic feet) buried beneath the sands of Arabia, make it the leading regional power.

It is difficult to know exactly how many people there are in Saudi Arabia. The last official census was taken in 1974. It is generally acknowleged to be unreliable. A vital registration system does exist, but it does not register every birth and death. United Nations' estimates of fertility data are based on surrounding cultures and UN estimates and projections of population are consistent with the findings of the 1974 census. Therefore, estimates and projections should be used with great caution. Saudi Arabian population experts believe the total figures are overestimated. The data presented here, which are the most currently available estimates, will give an idea of some of the population trends in Saudi Arabia. On-the-spot assessments are necessary for actual market entry.

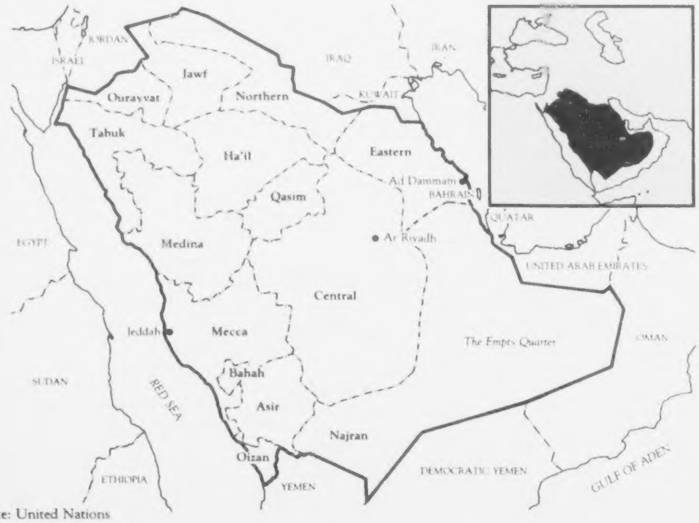
The 1974 official census count was 7 million people. The 1980 population estimate, according to the most recent assessment of the United Nations' Economic Commission for Western Asia (ECWA) is 9 million people. The annual rate of growth between 1980 and 1985 is estimated by the UN to be 3.9 percent. The UN population projection for the year 2000 is 17.8 million.

With an area of 2.3 million square kilometers (about 900,000 square miles), Saudi's population density is only 4 people per square kilometer. More densely settled regions include the Jeddah-Mecca corridor on the Red Sea, the Dhahran-Damman region in the Eastern Province on the Gulf as well as the area around Riyadh, the capital city since 1926.

Ethnicity and Religion

Saudi Arabia is the cradle of the Arab race. Among Saudi citizens, Arabs are by far the largest ethnic group, forming 99 percent of the population. Naturalized citizens from non-Arab stock form the remaining percentage. According to the ECWA estimates for 1980, Arabs make up 79 percent of the non-national residents. Most of the 21 percent non-Arab nationals were from the Indian subcontinent. Sub-

SAUDI ARABIA



Source: United Nations

stantial numbers of non-nationals now come from countries such as South Korea, the Philippines, and Thailand.

Saudis are Muslims of the Sunni (96 percent) or Shi'a sects. The majority of Sunnis are unitarians (recognizing the absolute unity of God) although they are referred to as Wahhabis. The government is the protector of Islam's two holiest cities (Mecca and Medina) and enforcer of all religious codes. Saudis are deeply religious and the impact of Islam on their daily lives has been misunderstood by westerners. Historical conflicts, dating back to the Crusaders' attempts to control the Holy Land by force account for these misunderstandings. Muslims consider Christians and Jews as "People of the Book" and not only tolerate freedom of worship, but also offer protection during conflict. In Saudi Arabia, however, non-Muslim places of worship are not permitted.

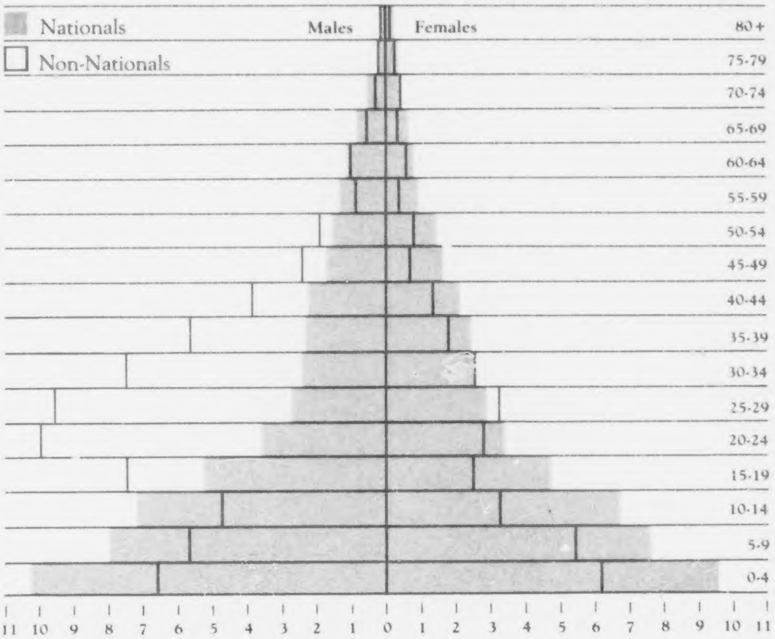
Regions and Cities

The Kingdom is divided into four main provinces, Najd, Hejaz, Asir and Hasa, each headed by a governor who is a member of the Royal Family. In turn, the 4 provinces are subdivided into 14 administrative districts (sometimes also referred to as provinces), 7 of which are headed by sons or grandsons of King Abdel-Aziz Ibn Sa'ud.

The same problems that exist with total population data also apply to data for regions and cities. The following estimates are from the annual special report on Saudi Arabia published in August, 1982 by the *Middle East Economic Digest*. (Ordering information can be found under Sources.)

According to the *Digest* report, the largest district, Mecca, has more than 2 million residents (21 percent of the total population). Next in size are Riyadh District with 1.4 million, Qasim with 1 million, the Eastern District with 850,000, Asir with 800,000, Medina with 600,000 and

Population of Saudi Arabia by Age and Sex, 1980 (in percent)



Population of Saudi Arabia by Age and Sex, 1980 (Nationals, Non-Nationals and Total)

	Nationals			Non-Nationals			Population Total		
Age	*Total*	*Male*	*Female*	*Total*	*Male*	*Female*	*Total*	*Male*	*Female*
0-4	1,392,678	713,651	679,017	272,294	139,406	132,888	1,664,972	853,057	811,915
5-9	1,106,846	566,809	540,037	230,619	118,962	111,657	1,337,465	685,771	651,694
10-14	988,540	504,159	484,381	170,923	98,745	72,178	1,159,463	602,904	556,559
15-19	705,913	364,839	341,074	213,132	157,172	55,960	919,045	522,011	397,034
20-24	503,595	257,551	246,044	274,292	211,491	62,801	777,887	469,042	308,845
25-29	402,797	194,504	208,293	276,972	205,766	71,206	679,769	400,270	279,499
30-34	368,562	175,373	193,189	213,865	157,250	56,615	582,427	332,623	249,804
35-39	346,607	171,210	175,397	159,479	119,751	39,728	506,086	290,961	215,125
40-44	300,284	154,148	146,136	113,680	82,511	31,169	413,964	236,659	177,305
45-49	246,171	132,222	113,949	67,193	49,172	18,021	313,364	181,394	131,970
50-54	197,995	108,214	89,781	60,336	39,647	20,689	258,331	147,861	110,470
55-59	161,993	92,555	69,438	24,845	16,576	8,269	186,838	109,131	77,707
60-64	147,772	86,428	61,344	33,161	18,878	14,283	180,933	105,306	75,627
65-69	99,106	57,012	42,094	18,366	10,804	7,562	117,472	67,816	49,656
70-74	66,757	37,686	29,071	11,240	5,554	5,686	77,997	43,240	34,757
75-79	27,687	12,480	15,207	6,403	3,010	3,393	34,090	15,490	18,600
80+	15,804	6,608	9,196	3,200	1,505	1,695	19,004	8,113	10,891
Total	7,079,107	3,635,449	3,443,658	2,150,000	1,436,200	713,800	9,229,107	5,071,649	4,157,458

Source: Estimates by United Nations, ECWA
in Demographic And Related Socio-Economic Data Sheets For Countries of the Economic Commission For Western Asia, UN, ECWA No. 3, May 1982, Beirut, Lebanon.

Tabuk with 250,000. The Eastern District has the largest land area, but includes largely uninhabited Rubal-Khali desert.

The Financial Times of London reports that the fastest growing district between 1974 and 1980 was centrally-located Qasim, which grew from 316,000 in 1974 to 1 million in 1980, an enormous average annual growth rate of 27 percent.

The Northern District grew by at least 5.5 percent annually and Tabuk by 3.6 percent annually during the same period according to *The Times*. The population of Jeddah and the city of Mecca grew by 5 to 8 percent annually during this period and Riyadh had a spectacular annual growth rate of 10 percent. Some smaller towns, however, actually lost population.

Recent development programs have encouraged urban growth and industrialization in certain districts at the expense of traditional rural life. The ensuing imbalances in population growth tend to favor urban centers over smaller towns which have high rates of emigration, weakening their socio-economic structure.

Saudi Arabia's population is mostly urban. According to UN estimates, the urban population numbered 6.1 million, accounting for 66 percent of the total population in 1980. At an annual growth rate of 4 percent, the Kingdom's urban population could reach 14.5 million by the year 2000.

The rural population (3.1 million in 1980) grew by 0.1 percent between 1970 and 1980. It is projected to decline by 0.3 percent by 1985, remain stable for half a decade, then increase at an average annual rate of 1 percent between 1990 and 2000. UN projections indicate that Saudi Arabia will be 85 percent urban by the year 2000, and 88 percent urban by 2025. Less than two decades ago, Saudi Arabia's rural population comprised 70 percent of the total.

As a result of recent security-related needs, the Kingdom has embarked on an ambitious military buildup with a significant boost in the construction of the basic infrastructure. Military cities near Tabuk and Khamis-Mushayt are expected to house 50,000 to 70,000 people. Similarly the King Khaled Military City which is being built at Hafr Al-Batin in the Northern District will house 80,000 persons.

Finally, the government is financing the building of the new industrial cities of Jubail and Yanbu, each designed to welcome 100,000 people by the year 2000, indicating that long-term urbanization programs are integral parts of the modernization strategy of the Kingdom.

Age Distribution/Immigration

The estimate of the Saudi birth rate for 1980 was 44 births per 1000 population. The death rate was estimated at 12 deaths per 1000 population. The population is projected to grow at an average annual rate of 4 percent between 1980 and 1985 as the country imports workers.

There are many immigrants living in the Kingdom, perhaps 2.4 million. While the exact number of foreign workers in the country is subject to guesstimates, the *1980 Statistical Yearbook*, published by the Ministry of Finance and National Economy states that from November 30, 1978 to November 18, 1979, 665,840 work permits were issued to foreigners, of whom 646,670 were males and 19,170 were females. Other sources estimate the workforce has from a low of 321,000 foreign workers to a high of 1.5 million. The latest estimated figure of 2.15 million is probably the most reliable, especially if the several thousand illegal workers are added to the estimates.

The Saudi government is determined to develop the nation's manpower resources in order to reduce its dependence on foreign labor. To this end, close to 18 percent of the Third Plan allocation of $230 billion has been set aside for manpower development projects. The World Bank estimates, however, that there will be an increase in labor requirements for Saudi Arabia well beyond 1985. The projected 1985 labor force size ranges from 3.05 million with low economic growth to 3.24 million with high economic growth.

The total fertility rate, or the average number of children born per woman, was an extremely high 7.2 in 1980, according to United Nations estimates, a figure the UN projects will drop to 5.9 by the year 2000.

Until the mid-1960s Saudi mortality figures were at best informed guesses, because there was no national data collection agency. Infant, child and maternal mortality rates were high. Life expectancy at birth was 35 years in 1955, according to ECWA. The World Health Organization estimates that life expectancy was 54 for men and 57 for women in 1982 (vs. 70 for U.S. men and 77 for women).

A major reason for the dramatic drop in death rates has been the expansion of public health services. The 3,668 beds in government hospitals in 1961 increased to 13,000 by 1982. In addition to the 65 hospitals, 563 dispensaries and 261 health centers, 2 large hospitals (with a combined figure of 6,000 beds) are under construction. Estimates indicate that by 1985, the Ministry of Health will be responsible for 23,000 beds.

At present there are 3,800 doctors, 6,800 nurses and 4,450 technicians working in Saudi hospitals. Saudis make up only 8 percent of the doctors and 20 percent of the nursing staff. The ratio of doctors should rise once students enrolled in the Kingdom's three medical schools and those specializing abroad start practicing. But the reliance on nurses from other countries, particularly Taiwan, the United Kingdom, the U.S. and other nations remains high because of the social barriers concerning women in the work force. Nevertheless, despite the high cost of public health, the government policy is to provide equal care to all citizens. One particular innovation it has is building primary care and polyclinic centers in rural areas to combat bilharzia and malaria.

Families and Households

The Bedu (singular: Bedouin) represent and embody traditions of honor and hospitality which are the root of Arabian culture. True to age-long customs, Saudis continue to revere their guests. This "duty" of cordiality originates in Islamic teachings which provide a protective shield to visitors. In modern Saudi Arabia, the duty of a host to his guest, whether it is under a tent near an oasis or a roof in a modern house, is a crucial element of the Islamic ethic. When visiting a Saudi house, however, it is traditional that wives are invited to spend the evening apart from the men. Men and women do not mix in public, although in modern circles they may be invited to dine together.

The traditional Saudi family consists of a man, his wife or wives (one to four), his sons, both single and married, with their wives and children, his unmarried daughters, and elderly kin. Among the Bedu, the extended family may be even larger if brothers and their families, uncles and other elders all form a family structure that lives and works together. Urban households are considerably different, but still consist of large families. Economic necessities have reduced the number of polygamous marriages, and in light of the severe housing shortages in cities, an increase is unlikely since households already contain a man, his wife, unmarried children, and elderly kin, who always reside with their children.

Despite these changes in Saudi households, the authority structure remains intact. In the traditional household, the authority of the husband is greater than the wife's. Yet, despite the public segregation of women, their rights are fully protected in religious administration. A woman with a legitimate grievance may seek counsel with a mufti (a juriconsult) at the Mosque, who will follow up on the matter and redress committed injustices. To a great extent, social life in Saudi Arabia is closely tied to the practice of Islam. Islamic law, or Shari's law, is the life of the community. Most, if not all, aspects of social life ranging from daily prayers to inheritance deliberations are covered in the Hanbali school of law practiced in the Kingdom. This also includes marriage and divorce.

The number of Saudi households grew between 1974 and 1980, but the average household size remained at 5.8 persons per household. Expatriate workers who travel without their families are generally housed in employer-provided housing units ranging from simple dormitories to fully-furnished villas depending on their positions.

Housing

Under the current *Five Year Development Plan (1980-1985)*, 15,900 public housing units are to be completed. In addition, 10,000 new public housing units are to be started and delivered before the end of 1984, as well as 58,000 units for employees of government agencies and 6,000 for low income households. The plan estimates that the private sector will-construct 181,000 units. Despite this massive construction boom, however, the need for housing in Saudi Arabia is still great. In September 1981, the

A MERGER OF OLD AND NEW

For Naila al-Sowayel, the first Saudi woman to appear on television without a veil, and the first woman to be assigned the prestigious position of Washington correspondent, Saudi Arabia's move in late 1979 to restore traditional norms was not difficult to accept.

Princess Sara al-Faisal, daughter of the late King Faisal, in a 1980 interview for *National Geographic* also valued the great strides made in "changing age-old habits and customs — changes that would not conflict with Islam, such as adult literacy classes, vocational skills, day-care centers, and hygiene clinics." She added, "To veil or not to veil is not the question. It's a matter of tradition and priorities."

For most educated Saudi women, it is critical that religious and traditional customs be maintained. And while women wear the veil in public, dine in separate quarters, and are not permitted to drive in the Kingdom, they do not perceive themselves as second-class citizens.

However, Saudi women face a dilemma today when it comes to moving around increasingly larger urban centers. In Riyadh for instance, mass transportation was used by only 500,000 women out of the first 9 million passengers. Women must ride in separate seating areas, and men have not totally accepted the idea of mothers, sisters and daughters travelling on the bus. Most women, however, have access to a sophisticated system which permits them to move about freely. Usually, it is family members or chauffeurs (for those who are wealthier) who drive women to visit with friends or relatives. This system is also used by young women to meet their male friends without the supervision of their parents. Another method of contact is the telephone.

In Saudi Arabia, it is the woman who shops and prepares food for the entire family. Decisions concerning the purchase of luxury items, ranging from a new car, or a refrigerator for the house, or a new piece of jewelry, customarily are made jointly, with the husband accompanying his wife. It is also traditional for the wife to have a household budget to meet the needs of the children, who play an important role in the lives of Saudi couples.

The opening of women's banks is a further sign of change in the lives of women. The banks, operated by women for women, created controversy but also received a large number of applications from prospective women employees. In Islam a woman controls her own wealth, even after she is married. The introduction of these banks permitted them to fully exercise this right. With the support of religious authorities, the women's banks are institutions that can employ skilled women who previously could not work.

Foreign women are still employed by SAUDIA, the national airline, as well as by hospitals and in numerous other fields where Saudi women traditionally have been excluded. It is probably too early to expect full participation of women in the Saudi marketplace, but strong emphasis on education and the increasing numbers of skilled Saudi women will eventually alleviate the Kingdom's heavy reliance on non-nationals.

—Joseph A. Kechichian

Ministry of Public Works and Housing approved plans for the construction of 1,250 new units in Riyadh, 2,150 in Medina, 2,500 in Mecca, 1,000 in Buraidah, 750 in Ras Al-Khafli, 600 in Qatif and 400 in Hasa. This total of 8,650 units approved in one month indicates how serious the problem is.

Saudis prefer to live in houses with enclosed yards. Multi-story low income housing was constructed in the late 1970s, but stood empty because families didn't want to live in them.

Nearly every town and village has access to reliable and low cost utilities. All households in the largest 15 cities have electricity. Seven power stations at a cost of $15 billion will be added to the 20 in operation, before 1985.

A gallon of premium automobile gasoline was 50 cents in 1982, while the abundance of natural gas makes it the source of fuel most used in cooking and heating.

Literacy and Education

Arabic is the only native language of Saudi Arabia. Unlike many other countries of the Middle East, European languages are not commonly used, but some English is spoken by at least a quarter of all adults. English is widely spoken in the business world but contracts must be translated into Arabic.

The Saudi educational system consists of six parts: primary, intermediary, secondary (general and vocational), teacher training, special adult education and university level education.

Primary or basic education enrolled 325,000 boys and 537,000 girls between the ages of 5 and 9 in 1980, 65 percent of all 5-to-9 year olds. At the intermediary level in 1980, 165,000 boys and 80,000 girls were in school. Secondary education is intended to prepare students in professional and vocational fields. The government is placing a high priority on vocational schooling in order to alleviate the dependence on foreign labor. The government is prepared to restrict the growth of universities as a means of boosting vocational expertise. General secondary education is a ten-year program culminating with a high-school diploma. In 1980, there were 65,000 men and 29,000 women enrolled. Two-to-four-year vocational institutes had 9,700 students attending special instruction in regular programs and 9,400 students in evening programs learning to be air conditioning and car mechanics, carpenters, electricians, welders, metal workers, printers, bookbinders and radio and television mechanics.

Regular secondary education areas of concentration include religious studies, finance and other liberal arts fields, as well as science subjects ranging from health to physics.

Saudi Arabia plans to spend $35 billion on education between 1980 and 1985, or about 16 percent of total expenditures. The objectives are ambitious and include free education for all citizens of school age and the ultimate eradication of illiteracy in the Kingdom. In the words of King Sa'ud University's President Mansour al-Turki, "We must always try to be the best (in educating Saudis) and never be satisfied with what we have." There are now 1.5 million students in schools (22 percent of Saudi nationals and 17 percent of the total population).

In 1974 among Saudi males and females aged 10 and over, illiteracy rates were 53 and 81 percent respectively. The steady decline of illiteracy to 38 and 62 percent respectively in 1980 suggests that success in the educational campaign has been steady. Women represent 37 percent of students, up from 35 percent in 1979.

There also is a strong emphasis on teacher education in order to reduce the reliance on foreign teachers. In 1980, there were 4,600 men and 11,000 women in teacher-training institutes.

Higher education in Saudi Arabia is served by eight major universities with a combined student body of 54,000 in 1980. Of these, the most renowned is the University of Petroleum and Minerals which had 3,000 students in 1980 in highly technical fields of study such as computer science, physics and chemistry. The largest institution, the King Abdel-Aziz University, had 21,700 students, mostly in liberal arts fields. Two universities concentrate on Islamic education. In addition, 5,000 students were attending Women's Colleges in Hasa, Abha and Qasim as well as a college in Damman in 1980. While female students are not granted government scholarships to study abroad (although some do when accompanied by family members who finance their education), 10,000 male graduate students are enrolled in foreign universities, mostly in the United States.

In an attempt to encourage higher education, the Kingdom offers a generous monthly stipend of $300 for students attending a university. For university students coming from outside urban centers, free accommodations are provided. In addition, there is an 80 percent food subsidy for all students at university canteens, as well as a 75 percent book subsidy.

These policies are meant to equip the Kingdom with trained indigenous manpower to run the huge industrial complexes under construction and manage the associated commercial ventures which could transform Saudi Arabia into a world power.

Labor Force and Income

Of the population aged 15 and over in 1980, 52 percent were economically active, including 80 percent of the men and only 8 percent of the women. Among non-nationals, 90 percent of the males and 10 percent of the females were economically active. Women accounted for less than 7 percent of the labor force in 1980. Forty-four percent of the men in the labor force and 60 percent of the women in the labor force were Saudi Arabian nationals. These estimates are provided in a 1982 assessment of demographic and related socio-economic data by ECWA.

The 1980 Third Five Year Plan statistics indicate that 600,000 workers are in agriculture (60 percent of the Saudi labor force) and 104,000 are in manufacturing (14 percent of the Saudi labor force). Mining, construction, trade, transportation, oil and refining, community and social services are the other major occupations, with close to 1.6 million workers. The government employs 321,000 workers.

The Saudi reliance on an expatriate labor force is a dominating factor in the economic well being of the Kingdom, with close to 2 million workers originating in more than 60 countries. Saudis insist that the manpower question is not as volatile as commentators in the western world suggest. One precaution adopted by Saudi Arabia is the rotational scheme which effectively limits the period of time an expatriate is in the country. The average construction worker spends about two years there before being replaced, or leaves the country as soon as the project for which he was hired is completed. There also is an attempt to rely on non-Arab workers in short-term positions implying that the non-Arab expatriate employee is less likely to assimilate with and influence nationals than the Arab expatriate. The major emphasis on increased "Saudization" of the work force, however, indicates that officials in Riyadh perceive the connection between expatriates and national security problems.

Average daily wages in Saudi Arabia are high enough to encourage hundreds of thousands of foreign workers to migrate there, hoping to earn good salaries. In 1980, senior expatriate workers received monthly salaries ranging in Saudi Riyals from 10,000-20,000 (equivalent to US $2,700-$5,800, at an exchange rate of 3.7 Riyals per dollar). Construction workers receive $300-500 per month. Wages tend to be highest for skilled labor, particularly in banking and industrial management. While overall living costs are relatively high (food and beverages cost $635 a month for a family of four on average, or 136 percent of the equivalent basket of goods in New York), considerable savings are possible for expatriates because of tax-free salaries, free travel home for the entire family, and low education and health care costs. For Saudis, the available array of cost-free services are numerous and include health care, education, and housing, as well as generous loans in many fields ranging from agriculture to manufacturing, all inducements to increase the indigenous work force.

Despite the fact that Saudi Arabia reduced its oil production ceiling to four to five million barrels per day in 1983, its financial prospects have never been questioned. The Saudi budget for fiscal year 1982-1983 projects both revenues and expenditures at $91.4 billion. The most noticeable effect of the oil production ceiling has been the disappearance of a budgetary surplus, a standard feature since 1973. The World Bank estimated that Saudi international reserves were close to $150 billion in 1980. Ultimately, there can be little doubt that the entire Saudi economy and social and industrial development rest on oil revenues. While per capita income increased from $600 in 1970 to $6,000 in 1974 and $11,260 in 1980, changes in the world oil situation can have a major impact on the Kingdom. Officials in Riyadh are attempting to diversify Saudi exports to include petrochemicals and other natural resources.

Communications and Consumption

The telephone and telegraphic network is expanding. There are almost 452,000 telephones with two earth stations at Taif and Riyadh used for international communications and a further 11 mobile earth stations connecting domestic facilities. A microwave network is currently under construction with 1,139 antennas, 956 modular shelters, 2,061 radio bays and 280 microwave towers, in effect wiring the Kingdom in all directions except for the Empty Quarter. In addition, at the end of 1979, there were 15,000 telex lines, and 8 television stations broadcasting 70 hours of programming per week in Arabic and English.

In 1980, 10 daily newspapers were published in Saudi Arabia, with a total circulation of 400,000. The major Riyadh and Jeddah papers, such as *Al-Jazirah, Al Madina, Al Belad* and *Okaz* were distributed throughout the country. English language dailies included *Arab News, Saudi Gazette* and *Saudi Review*.

Sources of Information

Perhaps the most complete source of statistical information is the Ministry of Finance and National Economy's *Statistical Yearbook*. The Yearbook may be purchased from the Director General of the Central Department of Statistics in Riyadh.

The Research and Publishing House (P.O. Box 55025, Sin El Fil 090, Lebanon) publishes a useful 371 page *Saudi Arabia Yearbook*. The 1980-81 issue was available for $80.

Outstanding statistical goldmines include: (1) *The Quarterly Economic Review of Saudi Arabia* published by The Economist Intelligence Unit. Ltd. (Spencer House, 27 St. James Place, London SW1A INT, UK) five yearly issues for $95; (2) the annual special report on Saudi Arabia published by the *Middle East Economic Digest* (21 John Street, London WC1N 2BP, UK) which is available for $15 (latest issue August 1982); and (3) the yearly survey published by *The Financial Times* (latest issue April 26, 1982).

In 1981, the UN's Department of International Economic and Social Affairs published the *National Experience in the Formulation and Implementation of Population Policy, 1958-1979*, for Saudi Arabia, which is rich in historic comparisons.

The April 4 issue of *Business America* (published by U.S. Commerce Department) notes prime markets in the Gulf countries, including Saudi Arabia, for furniture and furnishings, sports and leisure goods, and toys and games. More information on these markets is available from the Office of the Near East, International Trade Administration, U.S. Department of Commerce, Washington, DC 20230; telephone (202) 377-5767.

For an indispensable consideration of Islam's impact on Saudi Arabia, consult N.J. Coulson's *A History of Islamic Law* (Edinburgh University Press, 260 pp. $8, paperback). •

—Joseph A. Kechichian

Joseph A. Kechichian is a doctoral candidate in foreign affairs at the University of Virginia.

Publications

Estimates and Projections of Urban, Rural and City Populations, 1950-2025; The 1980 Assessment, New York City: The United Nations Department of International Economic and Social Affairs, 1982, 94 pp., $9.00.

This booklet contains the best and latest United Nations' estimates and projections, by country and region of the world, of the size of the urban, rural and total populations, percent urban, as well as urban, rural and total average annual growth rates, ranking by population of the world's 25 largest urban agglomerations, and cities by class size. The methodology for reaching these figures also is described.

Forecasting Car Ownership and Use, by OECD Road Research Group, Paris: Organization for Economic Cooperation and Development, 1982, 105 pp., $7.50.

The economic downturn will not reduce car ownership nor auto use in developed countries, according to this report. The increased participation of women in the labor force, more female heads of households, continued suburbanization and decentralization, more licensed drivers in all age groups, and peaks in the size of age groups (25 to 44) who drive the most bode well for the continued expansion of auto use and ownership. A rise in multiple ownership more than offsets a decrease in average auto use, the report says.

As might be expected, ownership of at least one car is approaching saturation among middle and upper-income households in the most highly developed OECD countries. First-car ownership is now increasing more rapidly among lower-income households with more households having enough discretionary income to obtain a second car.

In the United States, 50 percent of all households own two cars; 17 percent own three or more. In France, 20 percent of households own two or more cars. In the Netherlands and United Kingdom, only about 15 percent of households own two or more cars. Growth is likely to be in the second-car market in those countries.

More women in all age groups in all OECD countries are driving. In Finland, in 1979, for example, women held 45 percent of the drivers' licenses, but accounted for 60 percent of new ones. In Norway in 1980, they held 37 percent of licenses, but 55 percent of recently-obtained ones.

Total auto ownership in a family is higher if there is a child present. Families that live in suburban and rural areas are more likely to own cars than those in central cities.

An article based on the report appears in the November 1982 issue of *OECD Observer*. The report can be ordered from OECD Publications and Information Center, Suite 1207, 1750 Pennsylvania Ave., N.W., Washington, DC 20006. Telephone (202) 724-1857

World Population Trends and Policies, 1981 Monitoring Report, 2 volumes, United Nations, 1982, Population Studies, No. 79. Volume I. Population Trends, Sales No. E.82.XIII.2, 253 pages, $27.00; Volume II. Population Policies, Sales No. E.82.XIII.3, 196 pages, $21.00

This 2-volume report consists of 3 sections. The first part covers recent international demographic trends and has chapters on such subjects as fertility, contraceptive use, nuptialty, and urbanization. Part Two relates population and development by looking at factors like health, labor force participation, and other socioeconomic characteristics that affect and are affected by changes in demographic variables. Data tables support the text.

The third part, contained in Volume II, contains four chapters that cover population growth, mortality, fertility, and international migration. The major changes and issues or area of responsibility for each of the five regional Economic Commissions are summarized. A series of annex tables show governments' perceptions of the status of policies and demographic trends for each country.

Order from United Nations Publications, Room A-3315, New York, NY 10017.

Yearbook of Construction Statistics, 1973-1980. English only. Statistical Papers, Series U, No. 9. 221 pp. UN Sales No. E.82.XVII.15. Clothbound, $25.

In this annual release there are individual chapters for 127 countries or areas. Based on annual surveys, such key indicators as wages, output, value added, fixed assets, etc. are shown along with the number, area and value of the various types of buildings authorized and completed. Dwelling construction by type of investor and geographical location is also shown. In addition, the Yearbook has two international tables — one on dwelling construction and the other an index of construction activity.

Order UN Publications from Room A-3315, United Nations Secretariat, New York, NY 10017.

Agricultural Policies and Human Fertility: Some Emerging Connections, by Wayne A. Schutjer and C. Shannon Stokes, in *Population Research and Policy Review*, Vol. 1 No. 3, The Netherlands: Elsevier Scientific Company.

If a family in a developing country is given more land to increase its agricultural production and hence its income, will the land also affect the size of the family?

In this article, two Pennsylvania State University researchers review the literature that has connected agricultural policies with fertility.

Many developing nations are trying both to increase agricultural production and slow population growth. Whether these two goals are compatible is a good question.

The issues are complex. If families have more land to work, they may decide they need more children to help make the land productive. Women who are better nourished are capable of conceiving more often and bearing healthier children.

Yet, farm families that earn more may also view their improved status as an opportunity to provide more education for fewer children and reduce their child-bearing.

The questions raised by this review of research already conducted make it clear that it is difficult to make assumptions about the effects of agricultural development assistance and that it may not always have the intended affect. In any case, the authors conclude, there must be "coordination of national agricultural and demographic policies in developing nations." •

ATW/*con't. from p. 2*

Three in 10 Canadians both smoke and drink. One in 20 is an alcoholic and 1 in 10 deaths in Canada is alcohol related. Smoking among women is on the increase, although it is levelling off among men.

Perspectives on Health, 1983 (Catalogue No. 82-540E) can be ordered for $9.60 ($8 in Canada) from Statistics Canada, Publications Distribution, User Services Division, Ottawa, Ontario K1A OV7, Canada.

Ghana

The Census Office in Ghana reports its 1982 census was cancelled because of the suspension of the 1981-82 budget by a new government. No new date has been fixed for the census.

Ghana's most recent census was in 1970. The country has an estimated 12.5 million people and an average annual growth rate of 3.2 percent, according to the U.S. Census Bureau. •

Psychographics/*con't. from p. 3*

own a new product," "Staying at home rather than going out," and "Having people admire your possessions." The scales consisted of five points, each labeled by degree of importance. The five degrees were: very important, fairly important, neither important nor unimportant, fairly unimportant, not at all important.

An analysis of the ratings revealed that the women's values differed by nationality. The most striking differences were found in three value statements:

—Having a familiar routine
—To be with people who have up-to-date ideas
—Having beautiful things in your home.

In all three instances, German respondents, on average, rated these value orientations significantly higher in importance than did the French or British women. The British respondents were positioned between those of the other two countries on "having a familiar routine" and "to be with people who have up-to-date ideas," while the French attributed more importance to "having beautiful things in your home" than did the British.

When the values in each country were ranked according to importance, these differences were even more dramatic. For example, Germans ranked "having a familiar routine" first in importance, while the French ranked this item only 23rd (out of 29). The same item was ranked 10th by the British. Another example is "having something to keep busy at." The mean importance rating attributed to this item by the French and the British ranked 6th, but it achieved only 21st rank among the Germans.

With no further analysis we might conclude that Germans prefer to be routinized while British and French women are more compulsive than the Germans when it comes to having "something to do" with their leisure time. Perhaps so, but in the theory of sociology, systems or configurations of values define a culture.

With this in mind, all 500 ratings in each country for all 29 scales were subjected to a statistical analysis which clustered women within each country on the basis of similar values ratings. The results reflected more similarities between countries than were seen earlier in the comparisons of individual scale ratings. For example, in both the United Kingdom and German samples, a strong dichotomy emerged based on traditional home-oriented values on the one hand and a more contemporary attitude toward home and other activities on the other. The British and Germans valued a balance between home and outside interests within a contemporary perspective. The home is a vehicle for expressing this kind of life style rather than an end in itself.

The British sample, however, produced another cluster, not found in the German data, defined by a pronounced aversion to all homemaking and home-centered activities.

The French sample clustered into three groups. One segment paralleled the British homemaker-aversion group except for an aesthetic element added by the French. Another segment bore a resemblance to the traditional-homemaker German segment except that it was not as strongly home-centered. On the other hand, the remaining French segment was strongly home-centered, but it did not exhibit the traditional-homemaker characteristics of the German or British home-oriented (traditional) women. (See table.)

What does all this mean for international marketers? The most important implication of this study concerns the argument favoring a single advertising campaign across countries. Some leading marketers of standardized products, such as Pepsico, have assumed a basic psychographics homogeneity among cultures thereby permitting a single marketing communications program for all.

On balance, the findings provide tenuous evidence in support of mounting a common advertising campaign in these three countries. While some of the differences on an item by item basis were striking, the underlying value structure in all three countries appeared to be sufficiently similar to warrant a common overall communications strategy. However, the distinctions among countries revealed by this analysis should be accommodated by minor thematic variations for each country, or by avoiding elements of difference entirely. •

—Alfred S. Boote

Adapted from an article appearing in the Journal of Advertising Research, *Jan. 1983, Vol. 22, No. 6. Mr. Boote is managing director of Psychographics Research Corporation, Inc., in Bedford, NY.*

Sources

The Population Council

In the United States alone, there are about 35 non-profit, non-governmental organizations whose primary interest is population. Among them, The Population Council stands out as one of the most professional and scientifically-oriented.

The Population Council has three programs: The Center for Policy Studies, the Center for Biomedical Research, and International Programs. The Office of Communications is responsible for publications and information.

George Zeidenstein is the president of The Council. C. Wayne Bardin is the director of the Center for Biomedical Research. George Brown heads International Programs and Paul Demeny, the Center for Policy Studies. Ethel Churchill heads the Office of Communications.

The Population Council is not primarily a business reference organization. However, its access to a substantial international on-line data base and its long-term experience in working with demographic data make it a potential source for special research information required by businesses.

The on-line international data base used by researchers at The Population Council combines several sources of data including the United Nations. It operates under the direction of the Center for Policy Studies. The data base includes the 139 countries with a 1975 population of a half million or more people. There are about 2,700 variables for each country, including demographic, social, economic, and family planning statistics, and in many cases projections to the year 2000.

A business researcher could request, for example, that The Population Council search its data base for countries that meet a half dozen socio-economic criteria specified by the user. Or, the Population Council will print out everything available on a particular country, or rank order countries according to a particular demographic factor.

Because The Population Council is not a business research organization, requests from businesses for special searches cannot be accomplished overnight, and people who need information should allow a reasonable amount of time for their request to be fulfilled. Research projects will be priced according to the amount of time they take to complete. Requests for projects should be directed to Robert Sendek, Computer Specialist, telephone (212) 644-1749.

The Center for Policy Studies also provides editorial direction for *Population and Development Review*, a quarterly academic journal. Despite its scholarly subject matter, the editors strive to keep the journal accessible to the general reader by minimizing the use of jargon and technical material.

Population and Development Review's theme is population and socioeconomic development. Some of the most difficult issues in international research revolve around questions of income — how is it calculated, who has it, and how is it spent? A special supplement issue in 1982 on "Income Distribution and the Family" explored how changes in family and household composition affect income calculations.

Each regular issue of *Population and Development Review* contains articles, commentary, analysis of population trends based on recent census data or household surveys, book reviews, historical documents related to population, and other items of interest such as a recent Senate speech on U.S. immigration policy or a Chinese newspaper editorial on population policy in that country.

The December, 1982 issue (Vol. 8, No. 4), for example, includes among other writers, Nathan Keyfitz, the noted Harvard sociologist and demographer, writing on population forecasting, and an Italian demographer exploring why parents in developed countries now spend such a large portion of their lives without children at home.

A subscription to *Population and Development Review* is $14 for one year and $24 for two years. Zeidenstein, The Council's president, is quick to point out that the cost of the journal is subsidized and to suggest that subscribers make additional contributions to The Council if they find the *Review* useful. Subscriptions can be ordered prepaid from: The Population Council, One Dag Hammarskjold Plaza, New York, NY 10017.

Although the international on-line data base and the *Review* are probably the services of most interest to business researchers, they are not the main things The Council does.

The Center for Policy Studies supports multidisciplinary research in the social sciences with particular focus on population policy. International Programs maintains regional centers in Cairo, Mexico City, and Bangkok to assist local, national, and regional institutions in the design, implementation, and evaluation of population research and action programs.

Through the Center for Biomedical Research, The Population Council supports extensive scientific research on improving contraceptive technology as well as evaluating health issues related to contraceptive methods. Its postdoctoral fellowships in reproductive biomedicine support a new generation of scientists, particularly in developing countries.

Besides *Population and Development Review*, the Population Council publishes another journal, *Studies in Family Planning*, Public Issues papers, Fact Books, monographs, pamphlets and brochures, and maintains an extensive library.

A catalogue of publications of The Population Council is available from Office of Communications, The Population Council, One Dag Hammarskjold Plaza, New York, NY 10017. •

—Doris Walsh

BEST AVAILABLE COPY

6/1/83

C0200-1A

INTERNATIONAL DEMOGRAPHICS™

Vol. 2, No. 6 June 1983

The Nine Homogeneous Groups of BL Ltd. Car Buyers

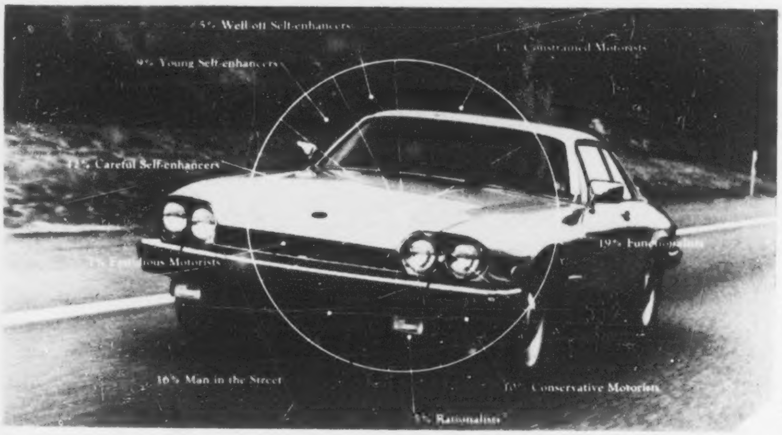


Photo courtesy of Jaguar Cars Inc.

Selling Cars in Europe

The British car industry is being revitalized by clustering market segments according to demographics and attitudes.

BL Cars Ltd., the maker of Jaguar, Austin-Rover, Metro, and Maestro, has used cluster analysis to help with planning for future models.

Philip V. Wade, a manager of product marketing strategy, and R. K. Majumder, manager of marketing for BL, discussed the application of their research at a San Francisco seminar sponsored jointly by the European Society for Opinion and Marketing Research (E.S.O.M.A.R.), the Japan Marketing Research Association, the Japan Marketing Association, and the San Francisco Chapter of the American Marketing Association.

In response to the world oil crisis, BL commissioned studies in 1974 to determine what motorists' response would be. Would they cut back on vacations, buy smaller cars, or move closer to their work? The surveys found that motorists might cut back on the length and number of trips, but that they did not want to give up the freedom and convenience of owning a car.

Through 1976-77, attitude surveys were continued in Great Britain and in France, Italy, Germany, Belgium and Holland. The data gathered was used to cluster new car buyers into nine homogeneous groups.

For example, group 5, representing 9 percent of new car buyers and 15 percent of the total market, was called "The Young Self-enhancer". Their attitudes were described by Wade and Majumder as follows, "Moderately optimistic about income and costs; definitely want a different-looking car, admired by others; like to try different makes or new models and change cars often; aggressive drivers who enjoy motoring and reading about cars; hardly concerned with reliability, after sales service and running costs."

Demographically, 21 percent were single and under 35; 23 percent were young marrieds with an average age of 37. They had above average education and were more likely to be managers or self-employed than some other groups. Eighteen percent were women.

Some of the other clusters were named Conservative Motorists, Functionalists (two-fifths of whom were women), Careful Self-enhancers, Well-off Self-enhancers, and Fastidious Motorists.

Wade and Majumder said segmentation worked because it broke away from the traditional way of thinking about car buyers.

continued

Inside

The role of religion in Lebanon . . . 3
Peru: Half its population lives along the coast . . . 4
Regions: Life expectancies, Canadian households, Projections for European countries, by age and sex . . . 12
How the OAS can help . . . 16

COUNTRY PROFILE: PERU

BEST AVAILABLE COPY

"Car marketers have had a long standing fixation about increasing their market share in younger age groups — justifiable because most car makes manage to keep at least 60 percent of buyers loyal to them at next purchase, so 'get 'em young' can seem a good policy to ensure further market share. Participation in motor racing and production of special sporty versions of family cars are frequently justified on these grounds," the researchers said.

But, they added, "The neo-classical segmentation enables more precise targeting of such policies. First, enthusiasts may be youthful, but they include drivers in more senior age categories, and a wide range of incomes. Sports versions, therefore, should not be restricted to one or two models, but can be added usefully to model ranges in every price class.

"Second, not all young motorists belong to enthusiast groups. Some are particularly concerned with reliability and running costs. The rapid increase in sales of European and Japanese cars — not obviously sporty — to younger British buyers becomes more comprehensible if in these terms."

The clustering system allowed BL to plan a range of cars that would satisfy the needs of motorists and to market to them based on those needs.

Papers from the three-day seminar are available in one volume, "Strategic Planning: A Thing of the Past or a Necessity for the Future — Can Research Contribute?" from E.S.O.M.A.R., J. J. Viottastraat 29, 1071 JP Amsterdam, The Netherlands, at about 80 Swiss Francs.

Information about joining E.S.O.M.A.R. and the services offered to its members will appear in the August issue. ●

Around the World

Why Juan Can't Read

By the end of this century, every child should be able to at least start school, according to a report in *Finance and Development*.

Despite the increased number of pupils, schools in the developing countries, Stephen P. Heyneman writes, "generally have poor resources and therefore pass on less effectively than they could, the increasingly complex skills required of school leavers today. The education of teachers and the availability of furniture, equipment, and materials are normally well below the standards considered minimal for school in industrial societies."

The author says that in 1977 in the Philippines, there were 10 primary school pupils for every available textbook. A 1979 survey in Malawi found 1 pupil in 8 with a chair and 1 in 88 with a desk.

Teaching tools are sadly lacking because developing countries have to spend so much on salaries, and Heyneman says developing countries face the policy question of whether new teachers should be taken on without a minimum standard of training.

Children in poorer countries have been found to have acquired fewer cognitive skills by the end of primary school than their peers in richer countries.

"The implications of these results for growth in the developing world are sobering," Heyneman writes. "The general education of a population in science, mathematics, and reading has a significant bearing on the degree of productivity to be expected from it."

In order to use new technologies in agriculture, manufacturing and services, future manpower must acquire a certain basic level of cognitive skill.

"Being exposed to 6-12 years of the low quality education provided in many countries may not be enough," Heyneman said.

What this may mean for the future of education, Heyneman speculates, is increased publication of textbooks in developing countries, a need to reassess what equal access to education really means, and a need to increase expenditures on education.
Source: *Finance and Development*, March 1983, International Monetary Fund, Washington, DC 20431.

Jobs Are Reason For Latin American Moves

Not surprisingly, economic motives are found to be the overwhelming reason why residents of Latin America move, according to a Latin American Demographic Centre (CELADE) study.

A study in Caracas, Lima, and Santiago found that more than 50 percent of male migrants had moved to the cities to improve their earnings. Of independent women migrants who moved to Santiago, more than half in the study said they migrated for economic reasons.

Younger men were likely to continue their education after moving, while younger women migrated less for education and more for work. Many of the women came to large cities from rural areas to work as domestics or in manual jobs. Older women were more likely to be married and move with their spouses.

For the American continent as a whole, surveys show that 70 percent of men between the ages of 25 and 65 move to improve their economic situations, but in the U.S., only a third gave that as a reason.
Source: *Population*, The UNFPA Newsletter, Vol. 9, No. 3, UNFPA, 220 East 42nd St., New York, NY 10017. ●

INTERNATIONAL DEMOGRAPHICS

Publisher: Peter Francese
Executive Editor: Bryant Robey
Editor: Doris Walsh
Managing Editor: Caroline Eckstrom
Research Director: Cheryl Russell
Art Director: Carol Terrizzi

International Demographics (ISSN 0731-5414) is published monthly by American Demographics, Inc., P.O. Box 68, Ithaca, N.Y. 14850. Telephone (607) 273-6343. © 1983 by American Demographics, Inc. All rights reserved. Subscription rate $148 a year.

Demographic Developments in Lebanon

The demographic mixture of modern Lebanon is a complex of races and religions with ancestral and cultural roots dating back several centuries. In the politics of Lebanon, religion is the basis for a quota system in governmental posts, adopted prior to the country's independence in 1943. Thus, statistics on religion from the last official census in 1932 are the basis of the 6-to-5 ratio of Christians to Muslims in all government jobs, maintaining a balance of power between the dominant religious groups. No new census has been taken since 1932 for fear of jeopardizing the government's relative stability.

Modern Lebanon's demographic situation, however, has dramatically shifted over the years. In 1932 the Christian Maronite community was clearly the majority; today it is the Muslim Shi'a community that ranks first. Yet, Shi'as, who live predominantly in southern Lebanon, are at the bottom of the political and socio-economic ladder.

Close to a million Shi'as live in Lebanon today, comprising about one third of the residents. In addition to the million Shi'as, Lebanon's current Muslim citizens include 539,000 Sunnis and 265,000 Druze (an offshoot sect of Shi'a Islam). The Christian communities continue to be numerically led by Maronites (600,000), Greek Orthodox (205,000), and Greek Catholics (160,000). There are also close to 300,000 other Christians belonging to different sects.

The International Monetary Fund estimates that Lebanon's population was 3.16 million in 1980. It is not known, however, whether this figure includes Lebanese migrants who have fled the country during the civil wars to seek employment in the Arab world.

Despite these departures, the proportion of Muslims to Christians remains at about 57 percent to 42 percent. Given the higher total fertility rates of the Muslims, this trend is likely to continue.

Today's pressing political issues have taken priority over long-term demographic change in Lebanon, where population density is 317 persons per sq. km., the highest in the Middle East. By 1990 this figure might be as high as 539 persons per sq. km., according to United Nations' estimates.

Lebanon is a divided society. At 39, this "independent" state lacks the support of a substantial portion of its citizens, whose loyalties lie elsewhere. In late 1982, a mini-coup was staged in the city of Baabeck in the Beka's Valley by Shi'a Muslims who took over the offices of the governor, renamed the main square and proudly waved the Iranian flag. Other incidents have occurred since, indicating that the central government will continue to face serious challenges from many directions. Perhaps the greatest challenge is the strong and ideologically motivated Christian forces better known as Phalanges.

The occupation by three foreign powers, with a combined manpower of 100,000, delays the restoration of Lebanon's authority over its territory. Will demographic change further destabilize Lebanon and reduce it into several ethnic fiefdoms, each establishing special relationships with surrounding powers?

Lebanon's socio-political system includes disparities between classes, regions, and sects. The wealthy tend to become richer while the poor continue in poverty. Outside of Beirut, where per capita income is relatively high ($1000 in 1981), the majority of the population, laborers and farmers, earn perhaps ten times less per capita. The rate of literacy is higher among Christians than among Muslims. The infrastructure in place benefits the capital's and northern Lebanon's inhabitants. While Beirut

continued on p. 11

Population of Lebanon by Religion

footnotes on p. 11

Sect	*Year* *1932*	*1956*	*1974-77*	*1982**
Muslims				
Sunni	175,925	285,698	535,000**	539,000
Shi'a	154,208	250,605	650,000**	930,000
Druze	53,047	88,131	243,000**	265,000
Christians				
Catholics				
Maronite	226,378	423,708	572,000***	600,000
Greek Catholic	45,999	87,788	124,000***	160,000
Armenian Catholic	5,694	14,622	24,500****	25,000
Syrian Catholic	2,675	5,699	20,000****	22,000
Latin (Roman)	—	4,506	20,000****	22,000
Chaldean	528	1,466	6,459****	9,000
Non-Catholics				
Greek Orthodox	76,522	148,927	175,000***	205,000
Armenian Orthodox	25,462	63,679	75,000*	85,000
Protestant	6,712	14,365	124,000***	135,000
Syrian Orthodox	2,574	4,798	5,000*	6,000
Jews, Baha'is, etc.	9,819	13,876	19,000*	14,000
Total Population (Citizens)	785,543	1,407,868	2,592,959	3,017,000
Total Muslims	383,180	624,434	1,428,000	1,734,000
Total Christians	392,544	769,558	1,145,959	1,269,000
Percent Muslims	48.8	44.4	55.1	57.5
Percent Christian	50.0	54.7	44.2	42.1
Total Population (Non-Citizens)				
Palestinians	—	50,000*	450,000*	400,000
Others (Syrians, Egyptians, Britons, Americans, etc. . . .)	—	200,000*	1,100,000*	500,000
Total Non-Citizens	—	250,000	1,550,000	900,000

BEST AVAILABLE COPY

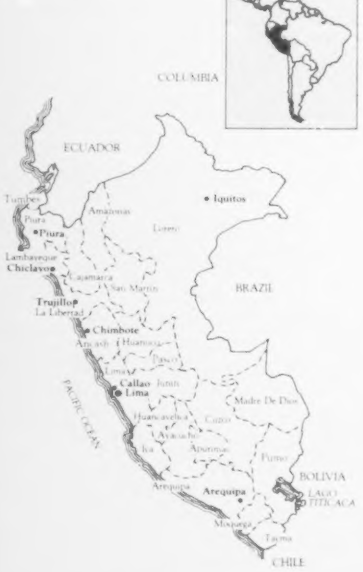
Country Profile

Republic of Peru

Some meteorologists trace California's recent battering storms and the East Coast's mild winter to changes in the Humboldt Current that lies off Peru. The last time it shifted in 1972, the entire Peruvian fishing industry was ruined by the disappearance of anchovies. North Americans may think of anchovies as something they refuse on pizza, but Peru supplied one-fifth of the world's fish catch from their coastal waters alone. Because of the loss of fishmeal, poultry prices in the United States increased more than 40 percent that year. The blow to Peru's economy was even more severe, and recovery has been slow.

Economic problems have been complicated by political problems. Peru has been on a political seesaw for more than a decade. The government was just returned to a democracy in 1980 after 12 years of a leftist dictatorship. The current president, Fernando Belaunde Terry, is interested in friendly and equal relations with the U.S. Foreign investment is encouraged, inflation has slowed, and infrastructure projects are getting off the drawing board.

PERU



Source: La Poplacion Del Peru, C.I.C.R.E.D. Series, Officina Nacional de Estadistica y Censos.

Peru's trading relationship with the U.S. has also been on a seesaw. The U.S. continues to be the principal supplier of goods and services to Peru, but competition from Japan, France, Spain, Brazil, and Argentina is cutting into the U.S. share of Peru's import market. In 1981, for example, 42 percent of Peruvian imports were from the U.S., but by 1982 that share had dropped to 29 percent. Dollar value of Peruvian imports from the U.S. dropped from $1.6-$1.8 billion in 1981 to $1.1 billion in 1982.

There is a market for U.S. goods, however, as a result of Peru's import liberalization program and the compressed demand from 12 years of import restrictions.

Population Growth

Peru has the fourth largest population in South America (after Brazil, Argentina, and Colombia). Preliminary results from the 1981 national census report 17,031,221 persons. This is an increase of 25.8 percent over the 13.5 million persons counted in the last census in 1972. The U.S. Census Bureau estimates that the 1972 census excluded approximately 40,000 of the jungle population. Based on official Peruvian adjustments for a 4.1 percent undercount, the U.S. Census Bureau reports an adjusted 1972 population of 14.1 million. Our Census Bureau also projected a 1981 population size of 18.1 million for Peru, suggesting that the preliminary total of 17 million people may suffer from an undercount similar to the one in 1972.

Peru reported an annual growth rate of 2.8 percent per year between 1975 and 1980, almost identical to the growth rate between 1970 and 1975. The U.S. Census Bureau estimated the annual growth rate at 2.7 percent between 1970 and 1975, and projected a rate of 2.5 to 2.8 percent for 1981. International immigration counted for 332,554 persons in 1980. Peru projects that its population will be 23.3 million people by 1990 and 29.8 million by the year 2000. At the current rate of natural increase, the population would double in 25 years, or equal 34 million by 2005. The Population Reference Bureau projects a total of 50 million Peruvians by 2020.

Peru's land area is the third largest in South America, after Brazil and Argentina. At 1.3 million square kilometers, it is about the size of the U.S. region stretching from New York City to Chicago and south to Miami. Density in 1981 was 13.3 inhabitants per square km. Density is highest in the constitutional province of Callao, a small government jurisdiction of only 147 square km. but with 447,000 residents (making the density over 3,000 persons per sq. km.). The main administrative divisions in Peru are "departmentos", roughly equivalent to U.S. states. The 24 departments are further divided by 153 provinces and 1,680 districts.

The department with the highest density is Lima, location of the capital city by that name. Density there was 140 residents per sq. km. in 1981. The least populated department in 1981 was Madre de Dios, a sparsely settled region on the western border with only 0.5 persons per sq. km.

Regions and Cities

The most famous city in Peru is the "lost city" of Machu Picchu, an ancient Incan city discovered only 70 years ago. The modern capital of Peru is Lima, a city of 4.1 million persons (called Limenos) located atop an oasis surrounded by the

BEST AVAILABLE COPY

Andes Mountains to the east, the Pacific Ocean to the west, and extensive deserts to the north and south. Although North Americans tend to think of Peru as tropical jungles and mountain peaks, the Humboldt current and the Andean rain shadow combine to strip the narrow coastal region of moisture, creating one of the world's driest deserts. Despite these harsh conditions, about one-half of Peru's population lives along the 1,400 mile coast.

Lima is the largest city in Peru and contains nearly one-quarter of the country's population. It is characterized by great wealth and great poverty. Shopping malls in middle- and upper-income areas such as Miraflores and San Isidro cater to cosmopolitan Peruvians, while shantytowns (barriadas) on the edge of town barely house Andean immigrants who make a living selling wares from pushcarts on the streets. Cardboard boxes are common housing in the shantytowns. Estimates are that the Lima metropolitan area grew by 3.7 percent per year between 1972 and 1981, a decline from 5.7 percent a year between 1961 and 1972. Because of their close proximity, statistics for Lima and the constitutional province of Callao are often combined. The entire metropolitan area contained 4.6 million people in 1981.

Peru is divided into three natural regions: the coast (Costa), the mountains (Sierra), and the jungles (Selva). Estimates for 1980 are that 50 percent of the population lived on the coast, 40 percent in the mountains, and 10 percent in the jungles. The mountain region has declined slightly in its proportionate share of the population since 1972 while the coast and jungle have increased their shares slightly.

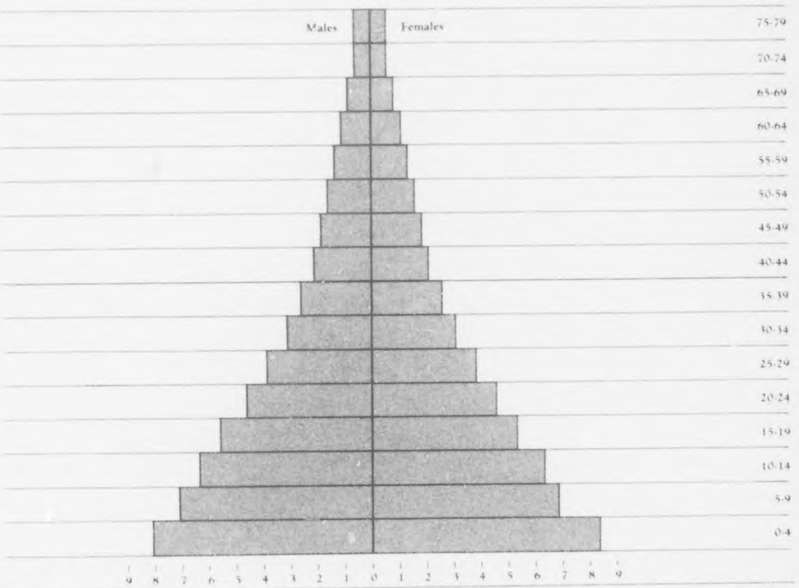
In 1981, Peru was 65 percent urban, an increase from 60 percent in 1972 and 47 percent in 1961, but Peru is a good example of the difficulty of using average urbanization data and applying them to a whole country. The coastal population is 87 percent urban, while the mountain population is only 27 percent urban. Jungle areas are, of course, largely rural.

Seven of Peru's 24 departments were over 75 percent urban in 1981 and 9 of its 153 provinces were 90 percent or more urban. Fifty of the 1,680 districts had 20,000 or more inhabitants and 8 capital cities had populations of 100,000 or more. Growth rates in the capital cities ranged from 0.7 percent a year in Lima to 5.1 percent a year in Iquitos.

Migration into urban areas averaged 146,500 persons per year between 1975 and 1980, or an average increase of 1.4 percent a year. Although the absolute number of immigrants is expected to increase to 163,400 persons a year by 1995-2000, the rate of increase is expected to decline to 0.8 percent a year.

The most recent inter-departmental migration data are from the 1972 census. At that time, 13 departments had experienced net outmigration. The departments with the greatest gains in the early 1970s were Lima-Callao, Tacna, and Amazonas. Migration in Peru is often seasonal, with rural men traveling to another region for part of the year to grow cash crops or trade goods. Men are slightly more likely to engage in seasonal migration than women. This voluntary separation for several months of the year is sometimes

Estimated Population of Peru by Age and Sex: 1980



Age	Total	Men	Women
Total	17,779,500	8,911,000	8,868,500
0-4	2,885,100	1,455,800	1,492,300
5-9	2,484,500	1,248,900	1,235,600
10-14	2,238,300	1,128,900	1,109,400
15-19	1,930,700	973,700	957,000
20-24	1,629,700	819,300	810,400
25-29	1,334,700	669,500	665,200
30-34	1,090,400	546,100	544,300
35-39	887,300	443,500	443,800
40-44	755,400	377,200	378,200
45-49	641,700	319,700	322,000
50-54	533,300	264,900	268,400
55-59	429,400	212,500	216,900
60-64	328,700	161,300	167,400
65-69	246,100	119,300	126,800
70-74	174,300	83,300	91,000
75+	189,900	87,100	102,800

Source: *Boletin de Analisis Demografico No 20: Peru: Proyeccion de la Poblacion Urbana y Rural: 1970-2000*; Instituto Nacional de Estadistica, Lima-Peru, Noviembre 1978, Pags 15, 20 y 25.

BEST AVAILABLE COPY

used as an effective means of birth control, serving to space births at longer intervals among Andean couples.

Ethnicity and Religion

The 1940 census was the last to enumerate the population by ethnic group. However, it is possible to estimate the current ethnic composition because ethnic identity in Peru is closely tied to socioeconomic status. Whites, or criollos, are the elite of society and compose about 15 percent of the population. They trace their roots to the earliest Spanish settlers. Mestizos, about 37 percent of the population, are also sometimes called criollos. A mestizo is anyone of mixed ancestry, but allocation to that group depends more on occupational and social distinctions than actual racial lineage. For example, calling someone white bestows elite status, while calling a person mestizo assigns him or her to the middle or lower class. Whites and mestizos both enjoy social and political dominance over Indians.

The Indian population is divided into two subgroups: tropical forest groups of about 250,000 that inhabit the Selva (jungles), and Quechua and Aymara speakers from the central and southern Andes. Most of the three million native Quechua speakers live in the Sierra departments of Ancash, Ayacucho, and Cusco. Aymara-speaking Indians are concentrated to the south in the departments of Arequipa, Moquegua, and Tacna.

Indians comprise about 45 percent of the population, but the term is applied loosely to denote anyone whose social status is perceived as inferior. Exact racial criteria are not clear. Residents of the Andean highlands and those monolingual in Quechua or Aymara are clearly Indian, whereas those monolingual in Spanish are clearly white or mestizo. But even this distinction is blurred because the original Spanish conquerers ruled the Peruvians by learning Quechua. Thus in the colonial era there were substantial numbers of Spanish who spoke fluent Quechua. And as more Quechua and Aymara Indians learn Spanish, linguistic distinctions of ethnicity fade further. Both Spanish and Quechua are the official languages today. Spanish is used most often for governmental and commercial business transactions.

Indians who seek upward mobility by learning Spanish, changing their traditional dress, and taking mestizo occupations "become" mestizos and are called cholos. This term is often used pejoratively to indicate someone trying to "pass" as mestizo, but it underscores the fluidity of the ethnic continuum. It is often difficult to distinguish specific traits, but a central theme seems to be level of integration with the outside world. Whites are most involved with national and international society, mestizos fill local official posts and urban professions, and Indians are the most rural and isolated.

Peruvians are overwhelmingly Roman Catholic. In 1971, Protestants numbered only 100,000 (less than 1 percent of the population) after a century of missionary work. Many Aymara speakers in the Puno department are converts to Seventh Day Adventism, and the rest of the Protestant population is distributed across the country.

The strong historical relationship between the government and the Church has firmly inculcated Catholicism into daily Peruvian life, as reflected in numerous fiestas celebrating saints' days. The adaptability of the religion to local conditions is represented by a special procession during Holy Week honoring El Senor de los Temblores — Our Lord of the Earthquakes.

Age Distribution

Peru has the very young population characteristic of countries with high fertility. The median age in Peru is 18 compared with 30 in the U.S. Forty-four percent of the Peruvian population is under age 15 and only 3 percent is aged 65 and over. In the U.S., 23 percent of the population is under age 15 and 11 percent is aged 65 and over. As these figures suggest, life expectancy is considerably shorter in Peru than in the U.S.: 57 vs. 74 years.

Peru's birth rate was 39 births per 1,000 population in 1980 (vs. 16 in the U.S.). With a death rate of 12 deaths per 1,000 population, the average rate of natural increase is 2.8 percent per year. Although fertility is projected to drop to about 31 births per 1,000 population by 2000, mortality is also expected to drop to 7 deaths per 1,000 population. That means the rate of natural increase will still be about 2.4 percent per year.

The total fertility rate (TFR) reflects the average number of children a woman has during her childbearing years. A TFR of 2.1 to 2.5 (depending on mortality conditions) is considered replacement level fertility. Peru's TFR was 5.3 in 1980, with a projected drop to 4 by 2000. By comparison, the TFR in the U.S. is 1.8, just below replacement level.

Peruvian Indians feel that five is the ideal number of children for a couple. Five children are considered lucky and the proper number for a complete family. Most women who seek birth control do so only if they already have five living children. With an infant mortality rate of 88 deaths per 1,000 live births — second only to Bolivia's as the highest in South America — a woman may lose several infants and be quite old before she seeks contraception.

There are pronounced differences in vital statistics between urban and rural areas in Peru. The birth rate in urban areas was 35 between 1975 and 1980 compared with 50 in rural areas. The death rate was 9 in urban areas and 17 in rural areas. Differences in infant mortality are especially striking: 80 in urban areas vs. 139 in rural areas. Life expectancy is close to 60 years in urban areas and only 52 in the country. These differences are a reflection of poorer health and less access to medical facilities outside of cities.

Women tend to have smaller families in urban areas: the TFR is 4.5 children vs. 8.5 in rural areas. Median age is higher in urban than rural areas — 19 vs. 15.8, and a slightly smaller proportion of the urban population is under age 15: 41 percent vs. 48 percent. Perhaps the most significant indicator of the effects of these demographic differentials is the dependency ratio, or the proportion of persons under 15 and over 65 to those aged 15 to 65. This ratio is ordinarily high in countries with high fertility. For Peru as a whole, the dependency ratio was 89.8 in 1980, which means that there are almost 90 persons dependent on every 100 persons potentially economically active. In urban areas the dependency ratio is 78, but in rural areas it is 111. In other words, there are more persons dependent than producing in rural areas. This is one type of demographic pressure which encourages migration from rural to urban areas. Projections to the year 2000 indicate the urban dependency ratio will improve to 67.7, but the rural ratio will remain at 106.8.

Households and Families

The Peruvian census defines a household as all people who live together in one dwelling and share food or other basic necessities.

The 1972 census counted 2.8 million households with an average of 4.8 persons. Preliminary totals from the 1981 census are not available yet, but the United Nations projected 3.6 million households for Peru in 1980 and 7.3 million by 2000. If the UN projections are correct, average household size would be between 4 and 4.5 persons in 1981.

As with other South American cultures, family ties are important in Peruvian society. Especially in Indian communities, the family is the focus of all activities and an individual alone is highly unusual. Men and women are not considered adults until they marry. Only 10 percent of Peruvian households had one person in 1972, compared with 18 percent in the U.S. in 1970. In 1972, a quarter of all Peruvian households had 7 people or more, not unusual considering that 5 children are considered to be the proper number in most families.

After marriage an Indian couple is likely to live with the husband's family unless his family is already very large or his wife's family needs help, in which case they would live with the wife's family. Living arrangements are keyed to matching resources and needs. The father's authority within the household is absolute, and young men do not achieve autonomy until the father dies. The typical household consists of several brothers and sisters and their spouses and children.

Housing

Published statistics on housing in Peru are scarce. The 1978 estimates show 3.1 million dwelling units. Types of housing range from brick construction in the largest cities to floating totora-reed huts occupied by the Indians of Lake Titicaca. In between are squatter settlements on the fringes of urban areas. Called "pueblo jovenes" (young towns), these places sometimes spring up overnight. Rather than pay high rents in the center of the city, poor rural migrants lay claim to land on the periphery and build their own huts.

As the fortunes of the migrants improve, so too do the neighborhoods in which they live. Straw huts are gradually replaced by brick houses with electricity and water, and schools and health centers are built. During the 1960s and 1970s, squatter settlements on the edges of Lima were slowly incorporated into the city as officially recognized districts. Estimates are that one-quarter of Lima's population lives in these "young towns."

Data from the late 1970s indicate that 41 percent of the Peruvian population had electricity. Almost half of all electric consumption is in the vicinity of Lima. Only larger cities and towns had electricity in the late 1970s. The World Health Organization estimates that in the 1970s, 48 percent of the population had access to safe water.

Education

Peru's constitution mandates free and compulsory primary education for all children. The proportion of the population aged 7 to 13 enrolled in school increased from about 78 percent in 1960 to almost 100 percent in 1975. Enrollment is not as complete at older ages, however. Only 50 percent of persons aged 14 to 19 were in school in 1975, although that was a large increase over the 16 percent recorded in 1960. Elementary and secondary school enrollment is currently about 5 million students. About 85 percent of all students attend public schools.

Enrollment rates are similar for girls and boys. For children aged 6 to 11, 81 percent of boys and 78 percent of girls were in school in 1975. The gap widens somewhat with age: by ages 12 to 17, 80 percent of boys but only 67 percent of girls were enrolled in school in 1975. This lower enrollment rate is apparently not due to early marriage, since the World Fertility Survey of 1977/78 reports that only 14 percent of Peruvian women under age 20 had ever married.

Literacy is highest in urban areas and among males. Statistics from the 1970s reported literacy at 75 percent for the urban population and 25 percent in rural areas. Eighty-three percent of adult men and 62 percent of adult women are literate. Although male literacy in Peru is about average for South America, female literacy is lower than in nine other countries. Peru's proportion of the population aged 12 to 17 enrolled in school is higher than the average for its neighbors, though, reflecting the government's efforts to encourage education.

University enrollment currently stands at 256,000 and the proportion of the population aged 20 to 24 enrolled in school increased from less than 4 percent in 1960 to 15 percent in 1975. The four areas with the highest enrollments are medicine, 21 percent, social sciences and education, 14 percent each, and engineering, 9 percent. The largest number of degrees are awarded in education and medicine.

Statistics from the early 1970s indicate the amount of educational

Metropolitan Areas, 1980

Area	*Population*
Lima, Callao	4,420,000
Chimbote	210,200
Chiclayo	270,500
Truijillo	342,000
Iquitos	166,600
Piura	179,800
Arequipa	437,100

progress being made with each new generation. At that time, about one-half of the population aged 60 and over had no formal schooling. But among those aged 15 to 24, only 12 percent had no formal schooling. The proportion actually completing the first nine years of school has not changed much with time, however. Those with a completed first level of school ranged from 13 percent for people over age 60 to 18 percent for those aged 15 to 24. If the government is to have an impact on the educational level of the population, it will have to do as good a job getting people to complete the program as it does getting them to attend. This will be difficult because the school-age population is growing so rapidly. Staffing problems in rural areas are a particular problem.

Labor Force and Income

Peru's economy is evenly based on agriculture (40 percent of the labor force) and government and otner services (41 percent of the labor force). Industry and mining account for the remaining 19 percent of all workers. Almost six million persons were economically active in 1981, or two-thirds of the population aged 15 to 64. Estimates are that the economically active population will increase from 5.8 million in 1981 to 6.2 million in 1983 and 7.7 million by 1990. Unemployment in Peru was estimated at 7 percent in 1981, an increase over the 4.4 percent reported in 1971.

Forty-six percent of men and 14 percent of women were in the labor force in 1980. Women were 28.5 percent of the labor force in 1981. Sixteen percent of employed women were in agricultural work. The number of women in the labor force is projected to increase from 1.6 million in 1981 to 2.2 million in 1990.

The fastest growing sector of the economy between 1970 and 1980 was commerce, which expanded by 78 percent (from 474,000 workers to 846,000). Growth in the 60 percent range occurred in electrical operations, finance, and services. After agriculture, with 2.2 million workers, services was the largest single sector, with 1.1 million employees in 1980.

Independent workers formed the single largest occupational category in 1980: 2.7 million persons, or almost one-half of the labor force. General laborers numbered 1.3 million, 23 percent of the labor force, and employees of business were another 1 million or about 18 percent of the labor force. Employers (patronos) were less than one percent of the labor force, and domestic and family workers combined were about 10 percent of the labor force.

Manufacturing wages in 1978 in Lima-Callao averaged 539 soles per day (196.2 soles = $1 US in 1978; 806 soles = $1 US in 1982). Construction workers in the metropolitan area earned slightly less at 516 soles per day. Wages in transport, storage, and communications were 514 soles per day in Lima. About half the working population earns wages at or below the official minimum wage which is about $70 U.S. a month in Lima-Callao.

Per capita Gross National Product for Peruvians was $930 in 1980. Peru has the third from the lowest per capita GNP of the 12 South American countries. Only Bolivia and Guyana are lower. The U.S. Agency for International Development estimates that 70 percent of rural and 24 percent of the urban population live below the poverty level.

Communications

Television is a rapidly growing industry in Peru. Broadcasting expenditures are expected to reach $4 million in the near future. Revenues will be used to develop three new television stations and to modernize color equipment. There are currently four TV stations that broadcast an average of 14 hours a day. An estimated 850,000 sets have an average of five viewers each. Both television stations and receiving sets are concentrated in Lima.

There are about 3.5 million radio receivers in Peru. Radio Nacional and its three branches, owned by the government, are part of a 209-station system.

Peru had 69 newspapers in 1979 according to the United Nations. Publications of interest to businesses are the daily newspapers *El Comercio*, *La Prensa*, and *La Cronica*; the weekly magazines *Caretas* and *Oiga*; and the monthly magazines, *The Andean Report* and *Peru Economico*. *El Peruano* is a daily newspaper with coverage of laws, decrees, regulations, and recent government action and programs.

Sources of Information

The *Statistical Abstract of Latin America* (Vol. 21, 1981) has comparative demographic, social, and economic data from the 1960s and 1970s for most Latin American countries. Edited by James Wilkie and Stephen Haber, the 671 page volume is published by the UCLA Latin American Center Publications, University of California, Los Angeles, CA, 90024 (N.P.).

U.S. Department of Commerce publications include the Foreign Economic Trends report (FET 83-010) for $1.75 (Jan., 1983) and the Overseas Business Report (OBR 80-39) for $1.25 (Dec., 1980). Both reports can be ordered from the U.S. Department of Commerce, International Trade Administration, Publication Sales Branch, Room 1617, Washington, DC 20230. The Department of State's Background Notes series includes an Oct., 1982 summary for Peru (#7799). Single copies are available from the U.S. Department of State, Bureau of Public Affairs, Office of Public Communication, Washington, DC, 20525.

The Area Handbook Series of the Foreign Area Studies Program at the American University (Washington, D.C.) published a country study of Peru in 1981. This 320 page volume summarizes the history, social and economic climate, and government and politics of Peru. It can be ordered from the USGPO for $11. The stock number is 008-020-00869-9.

The OAS published a 93 page volume titled *Short-term Economic Reports, Vol. VII, 1981* on Peru. This report is eleventh in a series on OAS member states and includes information on economic policy, public sector expenditures, and prices and wages. It can be requested from The Director, Department of Institutional Development and Financial Resources, General Secretariat of the OAS, 1889 F St. NW, Washington, DC 20006.

Detailed demographic data on fertility is available in a scientific report from the World Fertility Survey titled *Evaluation of the Peru National Fertility Survey 1977-78.* This 57 page report, released in November, 1982, is available from the International Statistical Institute, 428 Prinses Beatrixlaan, P.O. Box 950, 2270 AZ, Voorburg, The Netherlands. Comparative fertility data from the World Fertility Survey are also available in two publications from the Population Reference Bureau: *Family Size Preferences: Evidence from the World Fertility Survey* (April, 1982) and *Status of Women: A Comparative Analysis of Twenty Developing Countries* (June, 1982). Each publication is available for a $1 handling and postage fee and can be ordered from the Population Reference Bureau, Circulation Department, 1337 Connecticut Ave. NW, Washington, DC 20036; phone: (202) 785-4664. •

—*Daphne Spain*

Publications

Big Business Blunders—Mistakes in Multinational Marketing by David A. Ricks, 1983, Homewood, IL: Dow Jones-Irwin, 145 pp., $11.95.

David Ricks dedicates his book to "all those unfortunate people who make this book possible." The mistakes in multinational marketing recounted here should help others avoid similar situations. If they don't help readers avoid mistakes, at least they are good for a chuckle.

Ricks separates his lessons into such chapters as adaptation, naming, promotion, translation, strategy and market research. Each is laced with humorous anecdotes that demonstrate why ignoring cultural differences can be so costly.

For example, imagine the chagrin of the person at a major aircraft company responsible for a brochure being distributed in India that pictured turbaned Pakistani men instead of Indian men. Or the company that tried to sell cinnamon-flavored gum in Chile only to find out that cinnamon is not an appealing taste in that country.

The moral of the story is, it pays to travel to the potential market and ask a lot of questions.

Population and The Urban Future by Philip Hauser Gardner, et al., 1982, Albany, NY: State University of New York Press, 187 pp., $39.50, $12.95 paper.

In 1800 less than 3 percent of the world's population lived in urban places. By the year 2000, estimates are that over half the world's population may be city dwellers.

Urbanization is a way of life as well as a way of describing a clustering of people in one place. Because there is such rapid urban growth, the future of urban areas will have a major effect in determining what the world's future is like.

This book contains three background documents prepared for a conference on population and the urban future held in 1980 in Rome, Italy. The conference was sponsored by the United Nations Fund for Population Activities.

Because studies show that rural to urban migration in less developed countries is closely related to a country's economic development, an understanding of urbanization trends becomes important to an analysis of economic development. This small volume provides that understanding.

International Marketing Data and Statistics — 1983, 1983, London: Euromonitor Publications Limited, 1983, 372 pp., $190, see ordering information below.

This compendium and its companion volume, *European Marketing Data and Statistics-1983,* contains basic demographic statistics as well as data on consumer spending and households. Besides the most recent published statistics, Euromonitor adds its own estimates and calculations.

For example, a table on food consumption in 1980 allows the reader to make comparisons among consumption of such items as milk, poultry, beef, butter, eggs, and honey in 132 countries. In 1980, Venezuelans consumed seven times the beef and three times the poultry per person as Thais or Nigerians.

Tables include standard of living, consumption and market sizes, retailing, housing, health, and education, communications, tourism and travel, as well as basic production, employment, trade, and economic statistics.

The European volume contains more detail, especially in areas such as market size, because better statistics are available from the developed countries of Europe.

Both volumes are available from Gale Research Co., Book Tower, Detroit, MI 48226; telephone (313) 961-2242 at $190 each.

World Population Data Sheet

The 1983 edition of the World Population Data Sheet has been released by the Population Reference Bureau, Inc.

The poster-size wall chart includes basic data for all countries with populations of 150,000 or more and all members of the United Nations — 171 nations in all. Data for each country include the mid-1983 population estimate, crude birth and death rates, the annual rate of natural increase, projected population in 2000 and 2020, the infant mortality rate, total fertility rate, urban population, life expectancy at birth, per capita calorie supply as percent of requirements and 1981 per capita GNP.

A single copy of the data sheet costs $2.00 from Population Reference Bureau, Inc., P.O. Box 35012, Washington, DC 20013. Information on PRB membership and multiple orders is available from the same address.

Demographic Yearbook, 1981. Bilingual (English/French). Statistical Papers, Series R, No. 11, 1111 pp. UN Sales No. E/F.82.XIII.1. Clothbound, $85.00; paperbound, $75.00.

This 33rd issue of a comprehensive compilation of international demographic statistics includes data on population size, natality, mortality, nuptiality and divorce for 220 countries or areas of the world.

The special topic in this issue is natality — or fertility — statistics. The 1981 Yearbook updates the information on natality featured in the 1975 issue. Data from vital registration systems include trends in general fertility and selected derived measures of fertility from 1962 through 1981. Trends, from 1972 through 1980, are presented on births by age of mother, by live-birth order and by age of father. Tables also contain data on live births by type, weight and gestational age and data on legitimate fertility by age of parents and duration of marriage. Data from censuses include children ever born and children surviving by age of mother.

Urban and rural components of the statistics are shown wherever possible. Technical notes to each table are included.

Ordering address for the UN is: Sales and Publication Office, The United Nations, New York, NY 10017.

United Nations Statistical Pocketbook (World Statistics in Brief), seventh edition. English only. Statistical Papers, Series V, No. 7. 105 (numbered) and 15 (unnumbered) pp. UN Sales No. E.83.XVII.2. $3.00.

This is the seventh in a series of annual compilations of basic international statistics, in response to United Nations General Assembly directive to supply adequate basic data to increase international public awareness of national development efforts.

The data were selected from the international statistical information compiled regularly by the United Nations Statistical Office, the statistical services of the specialized agencies and other international organizations. One part contains demographic, economic and social statistics for the world as a whole and for continents.

The *Pocketbook* generally covers the years 1970, 1976 and 1981. The aim is to present, for the period covered, time series that are as nearly comparable as the statistics permit.

China: Demographic Billionaire by H. Yuan Tien, April 1983, Washington, DC: Population Reference Bureau, 42 pp., $3.00.

For those hungry for information on China, the Population Reference Bureau has a new population bulletin that will fulfill at least some of that need.

The author, a native of China, is currently Professor of Sociology at Ohio State University.

By now, everyone knows that the Chinese counted a total population of 1,008,175,288 people in their July 1982 census. What isn't as clear is how this huge population lives within China's borders. This bulletin answers some of those questions.

For example, Tien notes that there is one television set for every 6.8 households in urban areas of China, but only one set for every 53 households in rural areas. Fifty percent of urban Chinese have a wrist watch, but only one in 17 rural Chinese have one.

He says, "The fundamental scarcity is arable land. With some 22 percent of the world's population, China possesses only 7 percent of the world's arable land . . . a little over one-quarter of an acre per person in 1979. This is one-ninth the average in the United States and half the average in India."

The bulletin discusses such demographic issues as population growth, fertility, life expectancy, women and education, population distribution, urban growth and distribution and is packed with statistics, including data on the total 1982 population and density in specific provinces. China's policies with regard to distribution and family planning are fully explained.

Third World Family Planning Programs: Measuring the Cost (Population Bulletin, Vol. 38, No. 1), by Nancy Yinger, et. al, Washington, DC: Population Reference Bureau, 1983, 35 pp., $3.00.

Continued expansion of family planning programs is assumed in the latest United Nations "medium variant" projections that see world population growth slowing from 1.7 percent a year at present to 1.5 percent in the year 2000.

But family planning programs, once well-funded, now compete with other important development activities and funds need to be used more efficiently. If population growth in developing countries is to be stabilized, 80 percent of women of child-bearing age have to practice contraception consistently, compared with the current average in Third World countries of 20 percent.

This study discusses cost-effectiveness and cost-benefit analysis of family planning programs, and some of the problems and prospects inherent in the current methods.

"Other Nations, Other Values," Chapter 10 of **The Nine American Lifestyles: Who We Are and Where We Are Going** by Arnold Mitchell, 1983, New York: McMillan Publishing Co., 287 pp., $19.95.

Researchers working on European countries may be interested in this chapter which describes the values and lifestyles of five Western European countries as outlined by SRI International's VALS program.

VALS has classified United States' residents according to nine different lifestyles and values. VALS assigns to the category of "Belongers" for example, 57 million

Americans who have a median age of 53, are predominantly female, have a median income of $17,300, and a high school education. In the U.S. "belongers" are described as "aging, traditional and conventional, contented, intensely patriotic, sentimental and deeply stable."

The nine U.S. categories are compared with those in five countries: France, Italy, Sweden, United Kingdom, and West Germany, with the percentage of the population and a descriptive passage given for each one.

In West Germany, for example, VALS finds 5.9 million "belongers" summarized this way, "As in the U.S., although wealthier and better educated, more concerned about prestige and social standing."

The information is summarized in a handy comparative table. •

OAS

con't. from p. 16

educational affairs, statistics, legal affairs, regional development, social affairs, and tourism. The Statistics section of this catalog has ordering information on household surveys that deal with employment and income measurement in member countries. Order forms for individual publications are in the back of the catalog. Technical documents are available in paper and microfiche.

Both catalogs can be ordered from the General Secretariat, Organization of American States, Department of Material Resources (Sales and Promotion), Washington, D.C. 20006, (telephone: 202-789-3951).

For users in Washington, D.C., the OAS Columbus Memorial Library is the archive for all OAS publications and is open to the public. Located at 17th St. and Constitution Avenue N.W., the hours of operation are from 9:30 A.M. to 4:30 P.M., Monday through Friday. Thomas Welch, Director of Libraries, has prepared a guide for library users which is available on request. The telephone number of the reference desk at the library is 202-789-6037. •

—Daphne Spain

Lebanon

con't. from p. 3

has several dozen hospitals, the 200,000 residents in 40 villages of the Akkar region in southern Lebanon had no access to a hospital in 1975, prior to the start of the Civil War.

In the past, stability in Lebanon has been maintained through a democratic process of compromise. While some members of the political establishment have periodically questioned the performance of the governmental quota system, Lebanon's ruling elite maintained close control over their authority. Lebanon was a democratic country whose mosaic of cultures co-existed without national legitimacy, but with tacit agreements and understandings.

Today, each religious community continues to exist in relative isolation from the 16 others, much as they have done for the past several centuries. Communal isolation has exaggerated pre-established prejudices during the past eight years of civil wars and threatens to further divide the citizenry. With dramatic demographic changes further strengthening the "identity" of each community, can Lebanon's reconstruction as one nation-state be anticipated?

Sources

For 1932; Official Census Figures, in S.B. Himadeh, *Economic Organization of Syria*, (Beirut: Khayyat, 1936), cited in Joseph Chamie, "Religious Groups in Lebanon: A Descriptive Investigation," *International Journal of Middle Eastern Studies*, Volume 11, Number 2 (April 1980), p. 177.

For 1956; Figures are estimates published in *An-Nahar* (Beirut daily), no. 6249, April 26, 1956; also cited in Chamie, p. 177 and in John P. Entelis, *Pluralism and Party Transformation in Lebanon*, (Leiden: E.J. Brill, 1974).

For 1974; There are numerous conflicting figures. Only the most conservative ones appear here.

Figures followed by ** are estimates based on statistics published in Richard V. Weekes, *Muslim Peoples: A World Ethnographic Survey*, (Westport, CT: Greenwood Press, 1978), p. 513. Figures are for 1977.

Figures followed by *** from "Role et Evolution du Front Libanais dans la Guerre Civile," *Maghreb-Machrek (Monde Arabe)*, La documentation Francaise, Paris, Number 90 (October-November-December 1980), p. 17.

Figures followed by ****from *The Middle East and North Africa, 1982-83*, (29th edition). Europa Publications Ltd., London, 1982, p. 583. The figures published in Europa originate in direct Christian diocese statistics and include the following higher figures for certain communities than are generally accepted:

Maronites	878,892
Greek Cath.	191,889

Europa yearbook has not published figures for the Muslim sects in 1982. A similar controversy was raised following the publication of figures for the Muslim communities which were higher than generally accepted. In 1975, Kamal Joumblat, head of the Druze-led National Party, published the following figures

Shi'a	970,000
Sunni	690,000
Druze	496,000

giving a total of 2,044,000 Muslims vs. 1,199,000 for the Christians, in *L'Afrique et L'Asie Modernes*, Number 123 (issue 4 for 1979), p. 59. Again, these figures were computed in the estimates above (figures **).

For 1982; Estimates based on newspaper accounts, and statistical projections. Figures tend to be lower than expected for the following reasons: 50-60,000 citizens were killed since 1975 in the ongoing civil war. The low alien figures reflect both a voluntary and an involuntary exodus.

(*denotes my estimates). •

—Joseph A. Kechichian

Mr. Kechichian is a doctoral candidate in foreign affairs at the University of Virginia.

Regions

Europe

Italy

Italy may be the world's seventh largest industrial power, but its retailing still revolves around little family businesses that price goods according to the family's relationship to the buyer and keep change in a drawer, not a cash register.

The Italian government, which cannot keep track of retail receipts for tax purposes, wants to change all that. A law is before the Italian Senate that would require shops with an annual turnover of $140,000 and above to have cash registers by July. By 1987, all shops — even those with an annual turnover of $8,000 or less — would be required to have the electronic machines.

James Buxton, Rome correspondent for *Europe Magazine*, suggests in the Jan.-Feb. issue that if the law takes effect, Italian urban life would change drastically.

"Within 300 yards of where we live in a residential part of Rome, there are three little dry cleaners and laundries (doing work on the premises), two pet shops, several lamp shops, and innumerable food shops and bars. Italians do not make a weekly visit to a supermarket (though a few do exist): they go shopping every day, calling at half a dozen places in a morning and exchanging gossip. By this means, new districts — in which vast numbers of Italians probably live — swiftly become cozy neighborhoods. Take away the little shops and the consequences for Italian life become enormous."

The German Census Protest

The West German Census of Population and Housing scheduled for April 27 has been postponed by a temporary injunction to give the Federal Court time to consider the constitutionality of the census. About 500 West German citizens have appealed to the court that the census will violate their right of privacy.

Depending on what the court decides, government officials hope to reschedule the census for the fall.

Concerns center around the threat of fines for refusal to participate, questions about households, an eight-digit identification number that appears on every page and does not appear to be covered by privacy protections, and the use of personal data to coordinate information with address registration agencies. The West German magazine, *Der Spiegel* reports that as many as a quarter of the nation's citizens will not support the census.

Spokesmen for the protesters seem to object not so much to counting the number of Germans as to the use of the information to verify the address register. The German "Melderegister" has no equivalent in the United States. People who live in Germany for a particular length of time must register their addresses with the government and answer personal questions about who they live with, how much space they occupy, how many bathrooms they have, and so forth. If a move is made, the new address and information must be registered. The concern is that census information will be relayed to the government for matching against the "Melderegister."

Because Germany has a good vital registration system and the "Melderegister," there would probably be little effect on the government's ability to count its population even if the census was cancelled. However, certain questions that are asked on the census, such as whether the person commutes to work or has a second home, might leave some questions about lifestyle unanswered. The popular attitude according to the German press is that the government has no business asking such questions anyway.

In the U.S., a sample of citizens fill out a lengthy questionnaire. In Germany every person must answer all questions. There is concern that the detailed information on each citizen will be shared with industries, allowing them to maximize profit at the expense and inconvenience of German citizens. The department store chain, Tenglemann, for example, had shopping bags printed to promote the census. Those who object to the census say that the promotion was done in return for information the store expected to receive from the government. The store denies this charge.

In the U.S., the census is included in the federal constitution. In Germany, each census must be ratified. This census was originally planned for 1980, but the parties in power at the time could not agree on the rules to conduct it. Once those were settled, the states and federal government were in controversy about how much money the states should receive for their part in the census. That agreement was reached late in 1982 and the census was scheduled for April 1983.

French Life Span Is Increasing

Life expectancy in France rose by two years — to 75 — in the five years ending in 1982. This is up from 64.6 years in 1946-49, according to the country's *Institut National d'Etudes Demographiques (INED)*.

A recent INED background paper cited a finding it calls "surprising" — a continuing rapid decline in infant mortality to a level among the best in the world: 9.5 deaths per 1,000 live births in 1982, a drop from 10 per 1,000 two years earlier and 50 per 1,000 in the 1950s. The world's lowest infant death rate is in Sweden with 7 deaths per 1,000 live births, just ahead of Japan which has recorded great strides in this area. The Soviet Union, states INED, has among the poorest rates with 40 deaths per 1,000 births.

But there has been an increase in French mortality since the 1970s among youth aged 15 to 20. INED attributes this to increased numbers of fatal road accidents, especially involving motorcycles and motorbikes. Deaths in this age group had been on the decline since World War II largely because of a drop in deaths due to diseases.

As life expectancy has gone up, the gap in life expectancy between French men and women has widened, according to the study, from 5.5 years after the war to 8 years for 1978-82. Newborn girls, on the average, could expect to live to age 67.5 in 1949, boys to age 62. By 1982, the figures were 78.9 and 71 years, respectively. The female life expectancy now is among the world's highest.

INED says the widening disparity between the sexes was "unexpected" because population specialists from the 1960s had been predicting a decline in male mortality, instead of what the study calls "stagnation."

There are higher rates of heart disease and cancer among men, who are subject to more industrial hazards and less likely to practice preventive medicine or use health care. Deaths from alcoholism among men were on the increase until nearly the end of the 1960s. And there was an increase in road deaths until 1975.

INED's "backgrounder" focuses, too, on life expectancy and infant mortality in Cuba where it says progress has been significant. Cuban women can expect to live to age 75, comparable to Ireland and Portugal, while men compare with the Danes and the Swiss at 72 years. Infant deaths in 1982 were 19 per 1,000 live births, according to INED.

Certain African, South American, and Southeast Asian countries have life expectancies under 50 — often closer to 40 years. In Afghanistan, it is below 40. And, in all these countries, infant deaths are in the order of 200 per 1,000 births, or even higher when epidemics break out, states INED. India, Iran, Indonesia, and North African countries are not much better off with life expectancies about 50 to 55 years. In rural Africa and Asia, life expectancy drops to less than 35 years.

—*Peter Inserra*

Mr. *Inserra is International Demographics French correspondent.*

The Longevity Gap

The following shows the United Nations estimates of male and female life expectancy, ranked according to the 20 highest and lowest countries, by sex. The estimates may differ somewhat from those reported in the accompanying article which are estimates of the Institut National d'Etudes Demographiques.

Top 20

Male		*Female*	
Japan	73.8	Iceland	79.5
Hong Kong	73.5	Japan	78.6
Iceland	73.3	Sweden	78.6
Sweden	72.6	Hong Kong	78.6
Norway	72.5	Norway	78.4
Switzerland	72.1	Netherlands	78.3
Netherlands	72.1	Switzerland	78.1
Cuba	71.8	France	78.1
Denmark	71.7	Canada	77.7
Greece	71.2	Denmark	77.5
Israel	71.0	United States	77.4
Cyprus	70.9	Finland	77.3
Spain	70.7	Australia	76.9
Italy	70.7	Puerto Rico	76.7
France	70.6	New Zealand	76.6
Canada	70.6	Spain	76.2
Australia	70.5	Italy	76.2
New Zealand	70.4	Luxembourg	76.1
Ireland	70.3	United Kingdom	76.1
Fiji	70.2	Austria	76.0

Bottom 20 (of 157)

Male		*Female*	
Lao-People's Dem. Rep.	44.6	Lao-People's Dem. Rep.	47.5
Guinea	44.4	Bangladesh	47.0
Gabon	44.4	East Timor	45.1
East Timor	44.1	Guinea-Bissau	45.1
Yemen	42.7	Angola	45.1
Democratic Kampuchea	42.0	Somalia	45.1
Angola	42.0	Burundi	45.1
Guinea-Bissau	41.9	Upper Volta	45.0
Somalia	41.9	Senegal	45.0
Burundi	41.9	Niger	45.0
Upper Volta	41.8	Mauritania	45.0
Senegal	41.8	Mali	45.0
Niger	41.8	Democratic Kampuchea	44.9
Mauritania	41.8	Yemen	44.8
Mali	41.8	Nepal	44.5
Central African Rep.	41.4	Bhutan	44.5
Gambia	40.9	Gambia	44.1
Afghanistan	40.0	Ethiopia	42.6
Chad	39.5	Chad	42.1
Ethiopia	39.4	Afghanistan	41.0

Source: *Demographic Indicators of Countries: Estimates & Projections as Assessed in 1980*, New York: The United Nations.

Population Projections by Age for Selected European Countries

Statistics from Eurostat are considered reliable because the Europeans have a well-developed data collection system. Note, there is a projected decline in population in West Germany. *(numbers in 000s)*

	Federal Republic of Germany			*France*		
Age	**1980**	**1990**	**2000**	**1980**	**1990**	**2000**
All Ages	60,758	58,587	55,944	53,597	56,085	58,240
0-4	2,957	3,276	2,726	3,728	4,270	4,107
5-9	3,463	3,088	3,143	4,161	4,121	4,246
10-14	4,908	2,925	3,245	4,182	3,713	4,253
15-19	5,055	3,430	3,060	4,284	4,142	4,103
20-24	4,435	4,844	2,879	4,215	4,146	3,681
25-29	4,214	4,975	3,357	4,258	4,236	4,097
30-34	3,812	4,353	4,754	4,143	4,170	4,103
35-39	4,493	4,089	4,872	2,960	4,203	4,183
40-44	4,780	3,645	4,227	3,049	4,063	4,090
45-49	3,755	4,268	3,899	3,266	2,868	4,075
50-54	3,735	4,494	3,407	3,179	2,903	3,875
55-59	3,576	3,456	3,917	3,078	3,037	2,672
60-64	2,225	3,318	3,977	1,608	2,859	2,613
65-69	3,187	2,970	2,834	2,378	2,624	2,591
70-74	2,746	1,632	2,400	2,049	1,258	2,238
75+	3,419	3,825	3,245	3,061	3,474	3,315

	*Italy**			*Netherlands*		
Age	**1980**	**1990**		**1980**	**1990**	**2000**
All Ages	56,338	57,830		13,898	14,648	15,221
0-4	3,883	4,096		886	1,073	991
5-9	4,304	3,895		1,053	979	1,061
10-14	4,560	3,855		1,201	882	1,068
15-19	4,500	4,269		1,221	1,048	975
20-24	3,963	4,500		1,158	1,193	876
25-29	3,799	4,423		1,120	1,212	1,041
30-34	3,918	3,894		1,176	1,150	1,185
35-39	3,543	3,738		911	1,110	1,202
40-44	3,745	3,843		800	1,160	1,134
45-49	3,626	3,441		764	891	1,086
50-54	3,515	3,582		725	771	1,118
55-59	3,406	3,382		716	719	838
60-64	2,098	3,159		579	658	699
65-69	2,709	2,883		537	613	614
70-74	2,151	1,597		441	452	514
75+	2,618	3,273		611	738	822

	Belgium			*Luxembourg*		
Age	**1980**	**1990**	**2000**	**1980**	**1990**	**2000**
All Ages	9,828	9,887	9,972	357	360	360
0-4	589	635	615	20	24	21
5-9	666	593	638	21	22	23
10-14	732	584	630	25	20	24
15-19	796	664	592	27	21	22
20-24	789	740	594	28	26	21
25-29	757	806	676	28	28	22
30-34	720	789	741	28	28	27
35-39	558	745	795	25	28	28
40-44	591	704	772	25	27	28
45-49	629	540	723	25	24	27
50-54	616	562	672	24	23	26
55-59	609	583	503	20	23	22
60-64	370	550	505	15	21	20
65-69	464	508	492			
70-74	393	278	421	48	46	50
75+	551	607	603			

	United Kingdom			*Denmark*		
Age	**1980**	**1990**	**2000**	**1980**	**1990**	**2000**
All Ages	55,903	56,844	58,004	5,124	5,244	5,310
0-4	3,376	4,377	4,121	325	341	328
5-9	3,920	3,844	4,403	363	331	344
10-14	4,484	3,325	4,322	397	327	344
15-19	4,636	3,916	3,840	390	366	334
20-24	4,160	4,513	3,361	371	399	331
25-29	3,818	4,604	3,888	374	391	367
30-34	4,120	4,040	4,391	419	369	397
35-39	3,418	3,681	4,460	361	372	388
40-44	3,205	3,993	3,915	295	414	365
45-49	3,099	3,301	3,555	272	352	363
50-54	3,190	3,042	3,796	275	283	396
55-59	3,366	2,860	3,050	290	254	329
60-64	2,811	2,824	2,698	256	247	254
65-69	2,824	2,789	2,383	246	247	216
70-74	2,350	2,101	2,128	202	200	193
75+	3,126	3,633	3,692	287	351	364

	Greece			Portugal*	
Age	1980	1990	2000	1981	1991
All Ages	9,247	9,696	10,152	9,966	10,522
0-4	688	719	783	906	889
5-9	692	693	752	850	896
10-14	756	684	715	883	876
15-19	707	689	690	914	825
20-24	694	752	681	832	857
25-29	629	703	685	759	878
30-34	610	689	746	652	786
35-39	506	623	696	545	716
40-44	616	603	680	552	619
45-49	648	498	610	570	514
50-54	617	601	588	554	518
55-59	473	620	476	504	527
60-64	411	570	556	413	496
65-69	427	412	540	384	426
70-75	359	322	446	314	312
75+	414	520	508	334	386

	Spain*	
Age	1980	1990
All Ages	37,260	40,642
0-14	9,786	10,122
15-19	3,159	3,251
20-44	12,222	14,183
45-59	6,523	6,377
60-64	1,550	2,002
65+	4,020	4,708

*no projections to 2000 available
Source: Demographic Statistics 1978, Eurostat, 1980, Belgium.
Columns may not total exactly due to rounding.

North America

Canada

Another Census User Summary Tape from the 1981 Census of Population of Canada is now available.

The file is SDD81A20, a special product with population by sex and single year of age up to 100 plus years, for the whole country, provinces, census divisions, and subdivisions. The cost is $150. For further information: User Summary Tapes, CANSIM Division, Statistics Canada, Ottawa K1A OZ8, Canada; telephone (613) 995-0097.

The updated *Market Research Handbook* is available from Statistics Canada, Publication Sales and Services, Ottawa K1A OV7, Canada. The 882-page handbook contains more than 300 tables and charts that can be used for analysis of markets of all sizes, from local or regional in scope to national. Price is $30 in Canada, and $36 outside.

Statistics Canada has released its latest survey information on household facilities and equipment. The table shows the number of households and the percent of households equipped with various amenities.

Household Facilities and Equipment

	Number of Households (000's)	*% of Total Households*
Total households	**8,254**	**100.0**
Air conditioners		
Window type	819	9.9
Central unit	503	6.1
Cooking fuel		
Electricity	7,495	90.8
Piped gas	522	6.3
Bottled gas	87	1.1
Wood, coal or coke	77	0.9
Oil and other liquid	57	0.7
Microwave ovens	843	10.2
Home freezers	4,483	54.3
Washing machines		
Automatic	5,506	66.7
Other electric	879	10.7
Clothes dryer	5,469	66.3
Automatic dishwashers	2,747	33.3
Age of appliances		
Refrigerator		
—5 years or less	2,586	31.4
—6-10 years	2,672	32.5
—more than 10 years	2,969	36.1
Automatic washing machine		
—5 years or less	2,217	40.3
—6-10 years	1,986	36.1
—more than 10 years	1,303	23.7
TV sets		
Black and white	3,546	43.0
Color	7,013	85.0
Cable television	4,923	59.6
Automobiles		
One	4,321	52.4
Two or more	2,289	27.7
Adult-size bicycles	3,925	47.6
Motorcycles	632	7.7
Snowmobiles	699	8.5
Downhill skis	1,368	16.6
Cross-country skiis	2,097	25.4
Boats	1,312	15.9
Camping equipment	2,316	28.1

For provincial estimates and their details, order the 1982 issue of Household Facilities and Equipment Survey (catalog 64-202, $4.50.)

BEST AVAILABLE COPY

Sources
Organization of American States

The Organization of American States (OAS) is the oldest regional association of countries in the world. Begun in 1890 as the International Union of American Republics by the First International Conference of American States, its name was changed to the Organization of American States by the Ninth International Conference of American States in 1948. The OAS currently consists of 31 member states (see table). The General Secretariat is located in Washington, D.C., and there are offices in each member country.

The guiding principles of the OAS are to strengthen peace and security in the Western Hemisphere, prevent or settle disputes among member states, and promote their economic, social, and cultural development. In conjunction with this mission, the OAS collects, synthesizes, and distributes information among its members. Statistics on a wide variety of subjects are also available to the public through their publication program.

There are three types of publications released by OAS: Informational and Technical Publications of the General Secretariat, Official Records of the OAS (e.g., treaties, conventions, and agreements), and Technical Reports (e.g., speeches, seminars, and theses). Official Records may be issued in one or more of the four official languages (Spanish, English, French, and Portuguese), while Technical Reports are published in only one language unless there is enough general interest to warrant translations.

MEMBER STATES OF THE OAS

Antigua and Barbuda
Argentina
The Bahamas
Barbados
Bolivia
Brazil
Chile
Colombia
Costa Rica
Cuba
Dominica
Dominican Republic
Ecuador
El Salvador
Grenada
Guatemala
Haiti
Honduras
Jamaica
Mexico
Nicaragua
Panama
Paraguay
Peru
Saint Lucia
Saint Vincent and the Grenadines
Suriname
Trinidad and Tobago
United States
Uruguay
Venezuela

The Informational and Technical Publications, released in one or more languages, are of most interest to businesses and researchers. They include annual publications on economics, law, statistics, education, and general information on the inter-American system. Among these are the *Statistical Bulletin of the OAS*, a quarterly journal of selected socio-economic indicators for member states. The most recent edition is Volume 4, No. 1-2 (January-June, 1982), which can be purchased for $4.00. A year's subscription costs $12.00 and a two-year subscription costs $22.00 (ordering information below). The first part of the Bulletin covers regional demographic and economic trends (with more emphasis on the economic than the demographic), foreign trade, public finances, domestic prices, employment, unemployment, salaries, and goods and services production. The second part consists of individual country tables on three topics: national accounts, public finances and balance of payments, and short-term economic indicators.

Other periodicals are *La Educacion*, a quarterly Inter-American journal on educational developments; *Estadistica*, a semi-annual journal which reviews statistical developments in OAS countries, with particular attention to problems of statistical administration; and the *CECON Trade News*, a monthly newsletter containing in-depth information on the Latin American export sector. Publications like *Americas*, the "Image Series", and the "National Heroes Series" promote understanding of cultural differences through articles on literature art, music, history, and folklore.

Americas en Cifras (Americas in Numbers) is published in three volumes in Spanish only. Volumes 1 and 2 cover the economic situation (agriculture, industry, balance of payments, salaries), and Volume 3 covers social, cultural, and demographic issues. This volume can be ordered separately as *Americas en Cifras, Tomo III: Situacion Demografica Social y Cultural* (1977). The report is 175 pages long and costs $4.00 (ordering information below).

A new bibliographic reference of use to businesses is the *Business Information Sources of Latin America and the Caribbean*, published in English only and available for $6 (60 pages). This directory contains references to current information on economic and financial conditions in the region and updates the 1977 *Guide to Latin American Business Information Sources.* All entries include publishers and addresses and some have telephone numbers. The frequency and price of each publication are listed when available.

Another business-related series is *Statements of the Laws of the OAS Member States in Matters Affecting Business.* Currently available for 19 countries, most of these reports are dated (i.e., early to mid-1970s). The exceptions are reports on the Honduras (1981) and one in preparation for Colombia. Reports are in English only and cost $10 each.

Ordering information for all of the publications reviewed here can be obtained from the 1982 *Catalog of Publications of the OAS.* The catalog is published in English and Spanish, with title indexes in all four official languages. Subject areas include cultural affairs, economics, education, human rights, law, public administration, regional and social development, status of women, science, and statistics. An order form is in the back of the catalog.

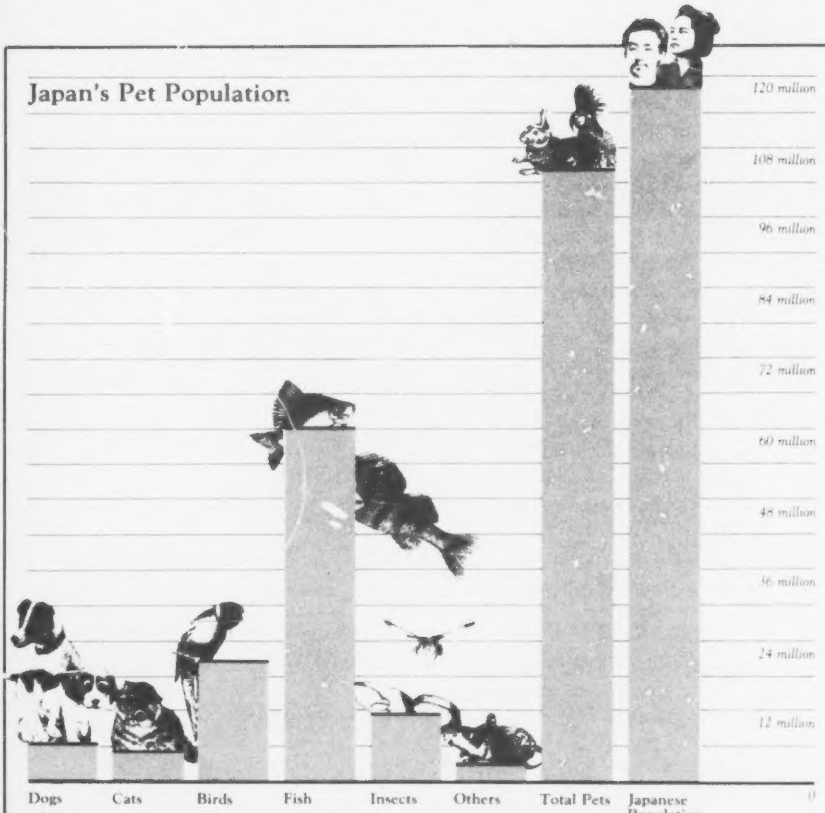
Another catalog which contains references to the technical reports is the *Catalog of OAS Technical Reports and Documents, 1979-80 Supplement* (the 1981 Supplement is in press). This catalog is also published in English and Spanish and covers science and technology, cultural affairs, the status of women, economic affairs,

continued on p. 11

7/5/83
C0200-1A

Vol. 2 No. 7 July 1983

INTERNATIONAL DEMOGRAPHICS™



Source: *Focus Japan*, April 1983, JETRO International Communication Department, 2-5, Toranoman 2-chome, Minato-ku, Tokyo 105, Japan. $21/year.

Around the World

Contract Awarded to Futures Group

The Futures Group, a Glastonbury, Connecticut firm that specializes in demographic analysis, has been awarded an $8.9 million government contract to analyze the effect of population growth on the future economic and social development of several countries.

The project, known as RAPID II, is part of an Agency for International Development program to assist developing countries to understand the nature and magnitude of problems that accompany high fertility and rapid population growth.

The Futures Group contract is intended to help national leaders understand the impact of population factors and to teach local in-

continued

Pet Food Market in Japan Is Wide Open

Until recently, owners often fed their pets rice, miso soup, and dried fish flakes because they were what was handy. That is changing now, however. The pet food market in Japan is estimated at $314 million a year.

An estimated 13 percent of dogs and 9 percent of cats in Japan are on pet food diets, compared with 30 to 50 percent in the United States, Australia, Britain, and Switzerland. To triple the consumption of pet food in Japan, marketers are expanding distribution into supermarkets, convenience stores and other chains. Because more Japanese are living in apartments, cats, small dogs and birds are the growth segments in the pet food market.

Inside

Smaller firms may turn to Export Trading Companies for help 3
West Germany: The land of luxury and leisure 4
CELADE: Source of Latin American data 12
Publications 9

COUNTRY PROFILE: WEST GERMANY

BEST AVAILABLE COPY

stitutions to perform their own analyses.

Countries included in previous studies or intended for RAPID II include Jordan, Turkey, Egypt, Morocco, Senegal, Cameroon, Tanzania, Nepal, Honduras, Botswana, Burundi, Ghana, Kenya, Malawi, Mali, Nigeria, Rwanda, Sudan, Swaziland, Togo, Upper Volta, Zaire, Sri Lanka, Boliva, Costa Rica, Panama, and Paraguay.

Principal investigator on the project will be Philander Claxton, a former United States representative to the United Nations on population matters, who is currently president of the World Population Society. Principal subcontractors are the University of North Carolina and the University of Michigan.

Japanese Savings

Japanese working conditions are at least partially responsible for the high rate of savings among Japanese workers.

The company provides so many benefits that young workers especially have a high likelihood of saving a large portion of their paychecks.

It is common for Japanese companies to offer, for example, room and board at a modest fee to single, young employees whose families live a distance away from the factory, or to lease an apartment at a modest rent to a young employee who is ready to marry. Additional benefits may include transportation to work, uniforms or the opportunity to buy business suits at reduced prices, a company store that sells items ranging from shoes and sportswear to watches, cameras, and other goods at substantial discounts, and company-subsidized vacation retreats.

Another tradition in Japan is paying one, two, or three months of salary in a lump sum twice a year in what amounts to a deferred salary plan. In order to encourage most of it to be committed to savings, banks set up deposit tables at the worksite on the day of the bonus payment. And before bonus day, banks will call door-to-door in neighborhoods soliciting new business.

Source: *PHP*, May, 1983, PHP Institute International, Inc., No. 32 Mori Bldg., 6th floor, 3-4-30 Shibakoen, Minato-ku, Tokyo 105, Japan, $18/year.

Singapore Leads in Labor Force Quality

Singapore's labor force is the best in the world for the third straight year, according to Business Environment Risk Information's most recently released survey.

To evaluate the labor force of 42 countries, BERI studied four factors: relative productivity, worker attitude, level of technical skills, and legal framework.

Singapore ranked first in relative productivity. Mexico, India, Morocco and Kenya all received "worst case" ratings. The United States and Japan received identical ratings for worker productivity.

In the "worker attitude" category, Japan fared better than the United States, ranking number two behind Switzerland. The U.S. ranked thirty-third. Italy, Canada, Ireland, and the United Kingdom all received low rankings in this category.

The U.S., Germany, and Japan all received "best case" rankings in the area of technical skills while Pakistan, Peru, and Indonesia ranked the lowest.

Singapore ranked first again in the legal framework area followed by Taiwan, Korea, and Ireland. Sweden and Germany ranked near the bottom in this category.

More information about the BERI assessments is available from Michael P. Enright, Director of Marketing, BERI Country Risk Services, IRM (U.S.A.) Inc., The Plaza, 2 West 59th St., NY, NY 10019; telephone (212) 751-3970.

Nor Any Drop To Drink

The United Nations has declared the 1980s the International Drinking Supply and Sanitation Decade in recognition of the fact that more than 1.5 billion people in the world still lack safe water and basic sanitation.

Over three-quarters of those people live in rural areas, and 7 to 9 million children a year die of water-related diseases, according to Frederick Golladay, senior economist in the Transportation and Water Department of The World Bank. He estimates that about $300 billion are needed to meet these basic needs.

The bank is shifting its efforts from planning and financial performance in urban areas where it concentrated in the 1960s and 1970s, to operational efficiency, low-cost technology, and reaching small towns and rural areas.

Largest U.S. Market is Developing World

Developing countries comprise the largest market for U.S. products according to John W. Sewell, president of the Overseas Development Corporation.

Third world countries purchased approximately 38 percent of total U.S. exports in 1980, a greater share than that sold to the European community, Eastern Europe, the Soviet Union and China combined.

These exports probably account for one of every 20 U.S. manufacturing jobs, Sewell says in a paper he co-authored with John A. Mathieson, a senior fellow at the Overseas Development Corporation and a former Exxon Corporation executive.

The Tie That Binds: U.S. Interests and Third World Development, points out that of the total $116 billion U.S. imports from developing countries in 1980, 58 percent were in gas, oil or other petroleum products.

By contrast, U.S. imports of manufactured goods from the third world are growing so fast that they now amount to more than one fourth of total manufactured imports.

continued on p. 11

INTERNATIONAL DEMOGRAPHICS

Publisher: Peter Francese
Executive Editor: Bryant Robey
Editor: Doris Walsh
Managing Editor: Caroline Eckstrom
Research Director: Cheryl Russell
Art Director: Carol Terrizzi

International Demographics (ISSN 0731-5414) is published monthly by American Demographics, Inc., P.O. Box 68, Ithaca, N.Y. 14850. Telephone (607) 273-6343. © 1983 by American Demographics, Inc. All rights reserved. Subscription rate $148 a year.

How an Export Trading Company Can Help

Small and medium-sized companies that want to sell their products overseas face hurdles that may overwhelm their modest management teams. For that reason, they sometimes prefer to use the management of an Export Trading Company that takes on much of the burden of finding a market, a distributor, a shipper, and researching regulations and potential financial sources.

The Export Trading Act, which was signed into law, in October, of 1982, is designed to allow small and medium-sized companies to join with similar firms and experienced trade specialists, who will handle the details of exporting for them.

According to an article in *Business America*, "U.S. businesses have been handicapped in setting up joint exporting enterprises by fears of antitrust prosecution, inadequate capitalization, and the inability to include exports of the services professions, such as engineers, architects, and accountants. The new law removes those roadblocks."

To learn more about the role of export trading companies, in researching potential overseas markets, *International Demographics* talked with Ronald W. Snyder, Chief Executive Officer of Overseas Research & Development, Inc. (OR&D, Inc.), an established export management and trade firm, located in Springfield, Missouri.

Q. News reports are full of articles describing the debts of foreign countries, and the suffering of people in Third World countries, who have been hurt by the world-wide recession. Is this a good time for anyone to consider exporting?

A. No country has escaped the effects of the recession. But this year, there has been a noticeable increase in investors from foreign countries putting their money into businesses in the United States. That is a good sign. They believe that the recovery is starting, and the U.S. will lead the way. When they begin to take their money out of U.S. firms, and begin to reinvest their funds in their own countries, and in other foreign countries, then international trade will begin again. The foreign countries will start buying our goods and services again, and the successful exporter will have done the necessary research to be geared up for this, when it happens.

Q. What kinds of questions do you think an Export Trading Company should be able to answer for a client?

A. There are four questions that should be answered before anyone decides to export:
The first includes the main objective — is there a market for your products or services? If a market exists, what would be the risk/reward factor?
The second is, what is the best possible method and strategy to be used to approach the potential market? Cooperation with the country's Ministries is very important. What kind of government help will there be in financing? Can the Export-Import Bank be of help in financing your project?
Third, what is the social fabric — this is the key to knowing the market?
Fourth, what are the possible methods available for entering the market — joint ventures, distributors, sales network, etc? There are many choices that have to be made.

Q. Let's go back to the question of social fabric for a moment. Does that include demographic factors?

A. Yes, especially factors such as religion, language, and level of education, as well as local transportation.

Q. Aren't those obvious factors?

A. To most American businessmen, they are not. When a company is worrying about production cost, customs fees, licensing, transportation and insurance costs, it is easy to overlook some of the more important factors. However, considering those factors first may cause a firm to use different methods in its marketing strategy.

Take the level of education. In the Middle East, much of the population is uneducated. They may be conditioned by advertising to buy milk in a blue carton, because it has been promoted as a high quality product. Given a shelf with milk in red, blue, green, and yellow cartons, the blue will be sold out first, because people buy by color. The wise firm could take advantage of this by designing its own carton with predominant blue, or its marketing strategy might emphasize its green carton.

Q. Is language all that important? We hear more and more frequently that business can be conducted in English in many countries.

A. It is unwise to make that assumption in countries where English is not the official language. For example, a company sent some parts to a firm in Egypt, with the accompanying letter written in English. The parts sat in the Egyptian firm for three months because no one was sure what to do with them. The U.S. company thought the Egyptian firm was being uncooperative when, in fact, the employees simply didn't know what to do. A cover letter in Arabic would have taken care of the problem.

Q. Is that cover letter the sort of service an export trading company can provide?

A. Yes. A trading company must provide that service, but also basic marketing research services, to get the exporter educated. The trading company should be able to provide accurate information about the physical attributes of a country — transportation, communication, etc., the financial and political aspects as well as the social fabric. We do it through a network of independent trading companies in every part of the world. When we have a client who wants to export to Riyadh, for example, we would send the client's information to our counterpart in

continued on p. 8

Country Profile

The Federal Republic of Germany

Despite postponement of the West German census*, its population statistics are reliable, based on a combination of census data last collected in 1970, annual statistics from the registration system, and a microcensus — an annual one percent sample of the population.

Accurate population statistics are important for West Germany because it has such a low birth rate that its population is declining. West Germany's crude birth rate — 10 births per 1,000 population — is the lowest in all of Europe.

According to news reports, however, West German women age 30 and over are beginning to produce a mini-baby boom comparable to that in the United States. One observer believes it is in keeping with the naturalistic attempts of the newly-elected Greens Party to combat an over-rationalized society. What could be less rational than having children in today's recession-beset economy in which housing shortages are particularly severe?

West Germany's death rate of 12 deaths per 1,000 population, combined with its low birth rate and emigration, has produced an average net loss of 0.2 percent of its population per year. West Germany is the only European country with a negative growth rate, although Luxembourg is projected to have no growth in the 1980s.

If the current situation continues, West Germany will have fewer people by 2000 than it does now. The best estimates of the 1982 population are 61.7 million persons. Projections are for 59.9 million in 2000 and 49.3 million in 2020. The last census, conducted in 1970, counted 60.6 million West Germans.

The total population includes about 1.9 million West Berliners who live 100 miles inside East Germany and about 4.6 million foreign-born persons.

Thousands of "Gastarbeiter" (guest workers) were brought into West Germany during the post-World War II economic boom and they now pose an unemployment problem for the government. Estimates are that nearly 20 percent of the population in Frankfurt, Munich, and Stuttgart are foreign workers and their families. Turks make up a large proportion of West Berlin's foreign population, as well. One criticism of the census is that it will be used to discover illegal aliens, a fear fueled by disclosures that Munich census takers would be paid a bonus of $1 for every unregistered German and $2 for every illegal immigrant they turned in.

Concern about foreign workers has resulted in new policies by the federal government. In a statement issued in February 1982, the government said it would limit new immigrants and would exclude new arrivals from Turkey. Greater attempts will be made to assimilate foreigners already in the country.

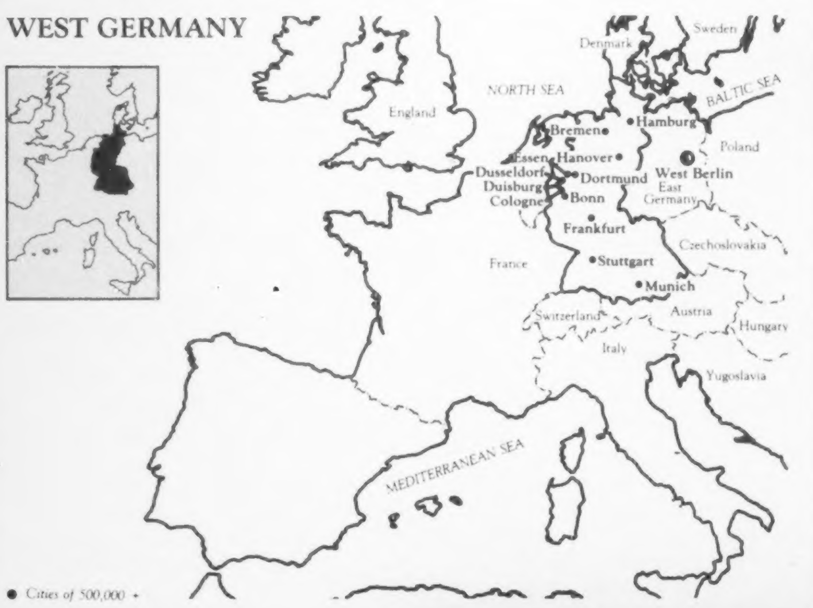
Regions and Cities

West Germany includes 10 states and the western sector of Berlin. Nordrhein-Westfalen had 27 percent of the population in 1981. Bayern had 18 percent. The least populated state is Bremen with only 1 percent of the population. Because Bremen is so small, however — only 404 square kilometers — its density is one of the highest — about 1,700 persons per square kilometer. Hamburg is the only state with a higher density, at about 2,100 persons per square kilometer.

Nordrhein-Westfalen has only 500 persons per square kilometer and Niedersachen and Bayern have the lowest densities at about 150 persons per square kilometer.

West Berlin's high population density — 4,000 persons per square kilometer — is relieved by 50 miles of lakes, forests, and parks.

The West German population is 85 percent urban. There are nearly 500 cities of more than 20,000 peo-



WEST GERMANY

---

*A report on the postponement of the West German census appears in the June 1983 issue of *International Demographics*.

BEST AVAILABLE COPY

ple and about 60 percent of the population live in places of 20,000 or more. Only 2 percent live in villages of 1,000 or fewer people. Twelve cities of 500,000 or more contained 17 percent of the population in 1981. About 10 percent of the population lived in the industrial megalopolis called Ruhrstadt, an area of Nordrhein-Westfalen where several major cities merge and population density approaches 5,500 persons per square kilometer.

Almost 5 million people, 8 percent of the population, live in the three largest cities of West Berlin, Hamburg, and Munich. Because of its key position in foreign trade, Hamburg has more consuls than any city except New York. Bonn, the capital of West Germany, has only 289,000 people.

To combat the expanses of concrete, most cities with populations of 20,000 or more make small gardens available to their residents. There are 4,000 Small Garden Clubs throughout West Germany, with 470,000 city-farmers. In heavily-industrialized Ruhrstadt, small parks called "green lungs" have been scattered throughout the city to improve air quality.

Ethnicity and Religion

When the Berlin Wall was erected in 1961, closing off thousands of East Berliners from their jobs, industries recruited foreign workers to fill their places. Italians, Yugoslavs and Turks were most numerous, and today they account for an estimated one-fifth of West Berlin's work force. Most foreign-born groups have assimilated into the German culture, but Islamic Turks have remained isolated and currently about 121,000 of them are concentrated in the districts of Kreuzberg and Wedding. In some classrooms in Kreuzberg, 80 percent of the students are Turkish.

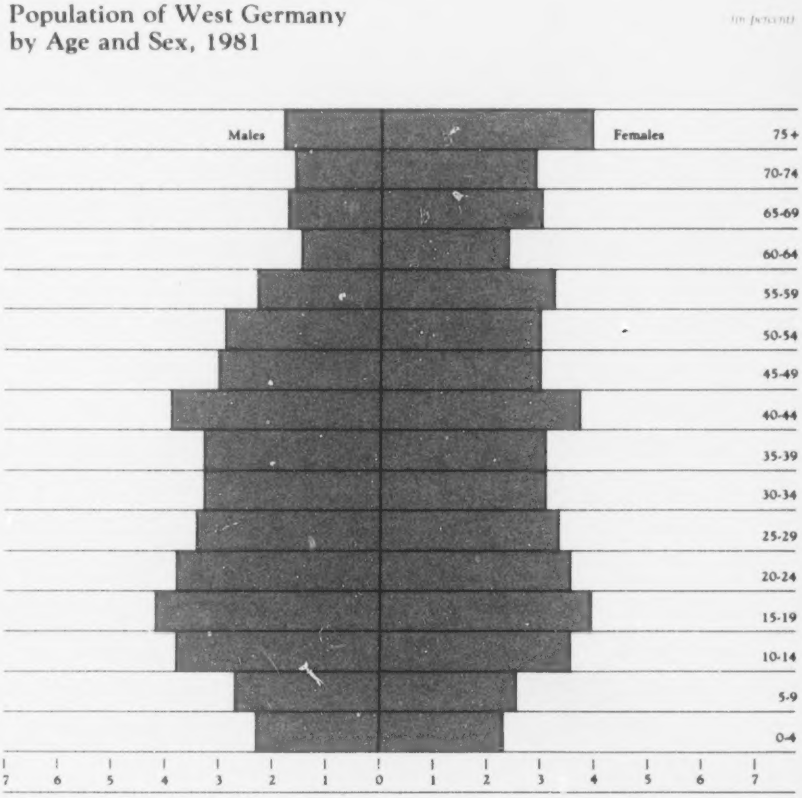
Although Turks are a particular problem in West Berlin because of the city's isolation, there are states with more immigrants. One-third of all foreigners (1.4 million) live in Nordrhein-Westfalen and another 20 percent live in Baden-Wurttenberg. Fifteen percent live in Bayern and 11 percent in Hessen.

Of the 4.6 million foreigners living in West Germany in 1981, 1.5 million (33 percent) were Turkish, 637,000 (14 percent) were Yugoslavian, and 624,000 (13 percent) were Italian. The other 40 percent were Greek, Spanish, Austrian, Portuguese, and Danish. Men outnumber women in every immigrant group. Immigrants have higher fertility than Germans, and their age structure is somewhat younger — 24 percent are under age 15 and only 2 percent are age 65 or older. Foreign workers tend to be concentrated in the menial jobs that Germans do not want.

West Germany is about equally divided among Protestants (49 percent) and Catholics (45 percent). Four percent of the population professed no religious belief in 1970. Only 32,000 persons identified themselves as Jewish in the 1970 census. Of those who survived the Holocaust, few returned to Germany.

States with the highest proportion Protestant are Schleswig-Holstein,

Population of West Germany by Age and Sex, 1981



Age	*Total*	*Male*	*Female*
All Ages	61,657,900	29,481,000	32,176,900
0-4	2,952,800	1,513,400	1,439,400
5-9	3,285,300	1,678,500	1,606,800
10-14	4,765,000	2,443,800	2,321,200
15-19	5,275,300	2,720,200	2,555,100
20-24	4,755,100	2,461,900	2,293,200
25-29	4,314,100	2,207,600	2,106,500
30-34	4,097,800	2,112,300	1,985,500
35-39	4,075,700	2,098,300	1,977,400
40-44	4,962,000	2,553,400	2,408,600
45-49	3,883,800	1,985,400	1,898,400
50-54	3,773,700	1,855,700	1,918,000
55-59	3,551,200	1,474,600	2,076,600
60-64	2,431,500	964,100	1,467,400
65-69	3,067,500	1,179,100	1,888,400
70-74	2,822,100	1,041,800	1,780,300
75+	3,645,000	1,190,900	2,454,100

Hallo! Besuchen Sie uns doch mal!
McDonald's Restaurant
Schwanthalerstraße 8
8000 München 2
Nach der Treppe gleich um die Ecke!
McDonald's
Essen mit Spaß

Armond M. Noble

Hamburg, Niedersachen, Bremen, Hessen, and West Berlin. The others have higher proportions of Catholics.

Age Distribution

West Germany's age and sex distribution reflect the catastrophic events that occurred in its recent history. Since 1965, the birth rate has been low or declining and there are "birth gaps" as a result of two world wars and an economic crisis in the 1930s. There are also significantly more females than males over age 50 due to the loss of men during the wars and the longer life span of women. Life expectancy in 1981 was 70 years for men and 76 for women, about the same as for Americans.

Only 18 percent of West Germans are under age 15 compared with 23 percent of Americans. Conversely, 15.5 percent of West Germans are age 65 and older, compared with 11 percent of Americans. War losses showed up most dramatically at the older ages. Nineteen percent of women compared with only 12 percent of men were aged 65 and over in 1981. Projections are that 16 percent of the population will be aged 65 and over by 2000. The proportions of women and men aged 65 and over will remain at about 19 and 12 percent respectively.

West German Cities of 500,000 or More

City	*Population (in thousands)*
West Berlin	1,900
Hamburg	1,640
Munich	1,294
Cologne	973
Essen	645
Frankfurt	626
Dortmund	606
Dusseldorf	589
Stuttgart	582
Duisburg	556
Bremen	554
Hanover	531

Households and Families

Households in West Germany increased from 22 million in 1970 to 25 million in 1981. Average household size dropped from 2.74 persons in 1970 to 2.46 persons in 1981.

This trend toward smaller households is comparable to that in the United States, but the U.S. is about 10 years behind Germany demographically when household size and composition are considered. In West Germany, one-person households increased from 25 to 31 percent of the total from 1970 to 1981, while in the U.S. in the same period one-person households increased from 17 to 23 percent.

Married-couple households constituted 62 percent of West German households in 1981, only slightly higher than the 60 percent in the United States. Women headed 28 percent of West German households and 26 percent of American households in 1981.

West Germany counted 23 million families in 1981. The average age at first marriage was 26 years for men and 23 for women in 1981. In 1979, the average age of women at the birth of their first child was 25 years. The German total fertility rate — or the average number of children per woman — was 1.5 in 1981, far below the replacement level of about 2.

Almost half of all families had children in 1981, and half of those had only one child. Only 5 percent of families had four or more children. In an effort to encourage higher fertility, the government gives a monthly stipend for each child. Second children get a higher stipend than first children, third higher than second, and so on.

The German divorce rate is not as high as that in the United States. Estimates are that one-fourth of all marriages will end in divorce, but about 70 percent of men and women remarry. There were about one-half million consensual unions in 1980. People under 30 were most likely to live in this type of arrangement.

Housing

Due to a massive rebuilding program after World War II, nearly two-thirds of West German houses are less than 40 years old. Nevertheless, a housing shortage remains a political sore-point.

At the time of the 1970 census, there were 20.8 million dwelling units for 22 million households. By 1980, there were 25.4 million dwelling units for 24.3 million households, indicating that the housing shortage is easing a little. There still is not enough housing to meet demand, however, and many young urban dwellers resolve their problem by living communally. One estimate is that as many as half of West Berliners aged 15 to 35 live in collectives.

The average dwelling size is 4.2 rooms. Ten percent of dwelling units have one or two rooms only, and 18 percent have six or more rooms.

Education

Literacy is nearly 100 percent in West Germany — not surprising since this is a country that has traditionally stressed the importance of education. The basic principles of education in West Germany are that it be of the highest quality, that every individual has the right to an education, and that the government has a right to expect people to play a useful role in society.

Kindergarten for children aged 3 to 6 is sponsored by churches, communities, parents' groups, and private businesses. Attendance is voluntary, but estimates are that about 70 percent of children attend. In

KODAK disc
FOTOGRAFIEREN.
RUNDUM MEHR GUTE BILDER.
AK disc

Armond M. Noble

1980, there were 66,000 children registered.

Elementary school is compulsory for children aged 6 to 10. After four years, a decision is made about secondary school. There are four different types of secondary school education, depending on whether the child is being prepared for a professional career, business and commerce, government administration, or skilled labor.

Continuing education for adults and special education for handicapped children are also important in West Germany. In 1980, about 300,000 children with special needs were enrolled. About 39,000 adults attended some form of night school in 1980.

The German society attaches great importance to vocational schooling. Students can attend full or part-time and specialize in business, science and math, or "housecraft". Nearly 2.5 million students were enrolled in some form of vocational school in 1980.

Many different types of institutions of higher education are referred to collectively as Hochschulen. There are about 50 universities, technical universities, and institutions of higher learning in West Germany. In the fall semester of 1981, 1.1 million students were enrolled in Hochschulen.

Labor Force

West Germany is one of the most highly industrialized countries in the world. The Wirtschaftswunder — the economic miracle — following World War II quickly placed West Germany above its European competitors in the manufacture of quality goods. The recent world-wide recession has taken its toll on West Germany, but from stereo components to Mercedes-Benz cars, German workmanship is still valued around the world.

Part of West Germany's success lies in the cooperation between management and labor. Workers are represented on company governing boards, and strikes are rare. West Germany has one of the lowest rates of days of work lost due to strikes. A highly educated labor force also contributes to the growing technological industries. Some of the traditional work ethic that helped produce the economic miracle may be fading, however. A survey conducted in 1982 found that work dropped from its previous spot as the most important concern in life to the fourth most important. Eighty-five percent of the respondents ranked "family and partnership" first and 74 percent ranked "leisure" as their most important endeavor.

An estimated 28.3 million West Germans were in the labor force in 1982 (including foreign workers), or 46 percent of the total population. Approximately 65 percent of persons aged 15 to 64 are economically active. Unemployment figures for January 1983 showed 2.5 million persons out of work, the highest number since the Republic was founded in 1949.

The labor force is about 62 percent male and 38 percent female. Sixty percent of women workers are married. Since 1979 companies have provided eight weeks paid maternity leave as a means of encouraging higher fertility, and there is a move afoot to amend the law to include paternity leave for fathers as well. Nursing mothers are given one hour free from work a day to feed a child.

Income and Consumption

West Germans have the highest per capita GNP in Europe. The average monthly household income amounts to about DM3,400 or about $1,395. Disposable income surpasses the equivalent of US$665 in 50 percent of all one-person households, according to a recent study of the Bonn Institute of Economic and Social Policy. In half of all five-person households, monthly income is more than US$2,000.

When the Bonn Institute took into account household members' total assets including savings, home, cars, and other belongings as well as the present value of accumulated social security, pension, and life insurance benefits, their data placed two-thirds of the population in households with combined assets of more than DM100,000, over one-fourth in households worth DM 500,000 or more, and one of every 25 citizens in a DM1,000,000 household.

The study did find that a considerable portion of financial resources (36 percent) and of business holdings (24 percent) is owned by only 2.4 percent of the population.

Blue-collar salaries in West Germany buy what we would consider a middle-class lifestyle. Higher income households have consumption patterns similar to those of upper-income Americans. Nearly 90 percent of middle class households own electric coffee machines. Although a comparable proportion of American households probably own percolators, few are as high tech as the Krups machines manufactured in West Germany.

Ninety-seven percent of middle class Germans have televisions. A cable TV test project is scheduled to start this fall in Munich. The company promises 42 stations and 12 channels. Some 3,000 receivers are to be linked to the cable system from a combination of single family homes and large apartment buildings.

Ninety-six percent of middle class income households own some type of camera equipment. Ninety percent have telephones. With 30 million telephones, West Germany has the third highest number of phones of any country, surpassed only by the United States and Japan, with much larger populations.

New car registrations have been down because of the economic slump but there was an upward trend reported in March 1983 when 388,000 licenses for new motor vehicles were issued — the second-highest number on record. New vehicle sales were up about 7 percent in the first quarter of 1983 over the corresponding quarter of 1982, while second-hand vehicle sales were up nearly 4.5 percent.

About 80 percent of households own refrigerators, radios, washing machines, and sewing machines. About 40 percent own stereos and one-third own dishwashers. Records and cassettes are popular, especially among younger Germans, and nearly 114 million recordings were sold in 1982. West Germans look for high quality pressings when they buy records.

About 30 percent of West Germans above the age of 14 — nearly 15 million persons — participate in sports on a regular basis during their free time. Another 15 percent are occasional athletes according to a survey of 6,400 persons by the Institute for Leisure Industries in Munich. Swimming, hiking, and cycling account for 60 percent of all the leisure time used for athletic pursuits.

Middle class households spent about 20 percent of their income on food, drink, and tobacco in 1981. Another 8 percent went to clothing, 7 percent to household goods, and 5 percent to leisure goods. Almost 50 percent of expenditures were for services. High-income households spent only 14 percent on food and slightly more on leisure. The higher the income, the more money that went for services rather than goods.

West Germans in total spent about one-quarter of their income on food in 1981, 9 percent for clothing, 12 percent for rent, 16 percent for transportation and communication, 11 percent for household management, 7 percent for fuel bills, and 8 percent on education and entertainment.

Sources of Information

West Germany's extensive registration system provides many statistics on a yearly basis. These are presented annually in their *Statistics Jahrbuch*. The most recent one available was published (in German only) in August 1982. It can be ordered from the following address: Verlag: W. Kohlhammer GmbH, Abt. Veroffentlichungen des Statistisches Bundesamtes, Postfach 42 11 20, 6500 Mainz 42, West Germany. The order number (Bestellnummer) is 1010100-82700 and the price is DM88 (between $35 and $40). The 78-page yearbook includes an order form for other publications on wages and the labor force.

Some demographic data are summarized in English in the Organization for Economic Cooperation and Development publication titled *Labour Force Statistics: 1969-1980*. It can be ordered from OECD Publications and Information Center, 1750 Pennsylvania Ave., N.W., Washington, DC 20006; telephone (202) 724-1857.

The Council of Europe has published a 1982 edition of *Recent Demographic Developments in the Member States of the Council of Europe*. The order number is CDDE(82)13. Order from the Council office, B P 431 R 6, F 67006 Strasbourg Cedex, France.

Eurostat's multilingual publication, *Demographic Statistics: 1980* (catalog no. CA-32-81-924-6A-C) is $12 from the Office for Official Publications of the European Communities, 2100 M St., N.W., Suite 707, Washington, DC 20037; telephone (202) 862-9500.

The German Information Center at 410 Park Avenue, New York, NY 10022 issues a weekly 6-page newsletter that highlights political, socioeconomic, and demographic items.

Foreign Area Studies will release an updated country study on West Germany this summer. It can be ordered from the United States Government Printing Office, Washington, DC 20402. To find price and order number, call (202) 783-3238.

A handbook that explains West Germany's advertising market is available from Axel Springer Verlag AG, a Germany ad agency. The book includes tables and text on geography and population, the economy, advertising market, and media markets including the electronic media, print media, posters, and films. Axel Springer's representative in the United States is Dieter Bruhn, Axel Springer Group, Inc., Suite 1007, 50 Rockefeller Plaza, New York, NY 10020; telephone (212) 541-4714. The book costs $40.●

—Daphne Spain

Export/*cont. from p. 3*

Riyadh. Without stepping a foot outside the U.S., this saves the client several thousand dollars from the start. We have the marketing information back within four to six weeks, telling us about the market potential, the pricing structure of the product in Riyadh, and the possibilities for a joint venture, distributor, or sales network, which should answer all the basic questions. At that point, we can introduce our client to overseas markets.

Q. But what if a client doesn't want to wait that long? What if he is willing to do the necessary research in-house? Does he need an export trading company?

A. Most firms are totally naive about how to conduct international business. Two factors come into play here. First, exporting isn't a hurry-up proposition. It takes time, and it's worth finding out everything you can about the market before you try to enter it. Second, doing research in-house isn't like having a native in a country telling you about the current situation there. I certainly agree with the people who say you should never export without visiting the country first, but it is essential to have learned about the basics *before* ever going there. Accurate research can save many wasted hours, and air travel.

* *Detailed information about Export Trading Companies is available from the International Trade Administration, of the U.S. Department of Commerce. Mr. Snyder can be reached at: OR&D, Inc., P.O. Box 267, Jewell Station, Springfield, MO 65801; Telephone: (417) 743-2116. OR&D, Inc. uses Baker & McKenzie for its international legal representation.* ●

Publications

Induced Abortion: A World Review, 1983 by Christopher Tietze, 1983, New York: The Population Council, 116 pp., $6.00.

Twenty-eight percent of the people in the world live in countries where abortion is prohibited or permitted only to save the life of the mother. Thirty-nine percent live in countries that allow abortion on request, at least in the first trimester of pregnancy. The remaining 33 percent live in countries that tread the middle ground. For 8 percent, abortion is allowed if the health of the woman is threatened, if the fetus is impaired, or if the pregnancy resulted from rape or incest. For the remaining 25 percent, socioeconomic factors such as income, housing, and marital status are taken into consideration in deciding if a pregnancy threatens the health of the woman, or solely on their own merits.

These statistics are taken from *Induced Abortion: A World Review, 1983*. The author is a world authority on the demographic and public health aspects of abortion. This publication is factual, with none of the emotional debate that often surrounds the issue of abortion.

Covered are abortion laws and policies throughout the world, the incidence of abortion, age, parity, and marital status of women obtaining abortions, repeat abortion, the period of gestation at which pregnancies are terminated, abortion procedures, mortality, abortion and contraception, and the demographic effects of changes in abortion policy. Twenty tables and 16 figures are included.

Order from Office of Communications, The Population Council, One Dag Hammarskjold Plaza, New York, NY 10017.

Statistical Yearbook of China 1981, compiled by the State Statistical Bureau, PRC, 1982, Hong Kong: Economic Information and Agency, 524 pp., $45.00. Order from Gale Research Co., Book Tower, Detroit, MI 48226.

This is the first edition of what will probably be an annual statistical yearbook from China. In addition to containing statistical data on China's economic construction and social development for 1981, the official yearbook includes statistical indicators for the past 31 years. Separate appendices to the main body furnish indicators for Taiwan.

The statistical tables are organized into 13 categories including the following related to demographics and culture: population and labor force; transportation, postal service, and telecommunications; people's livelihood; education, science, and culture; sports and public health.

Because the Chinese census of population and housing was not taken until July 1982, the most recent data from that census will not be found in this volume, but the Yearbook will be useful for future comparisons as well as offering alternative data until the results of the 1982 census are known.

Japan in the Year 2000 — Preparing Japan for an age of Internationalization, the Aging Society, and Maturity, prepared by Long-Term Outlook Committee of the Economic Council, Economic Planning Agency, Tokyo: The Japan Times Ltd., 182 pp., 2500 yen.

Sometimes Japan's future plans seem more important to the economic outlook of the United States than our own future plans do. This small volume takes a look at how Japan as a nation is thinking about the year 2000 and the changes it will bring.

Demographic trends figure heavily in future planning in Japan. The first section of this book is devoted to the shift to an aging society and how it differs in Japan from much of the rest of the industrialized world.

"In European nations, the rise in proportion of the people aged 65 or over from 7 percent to 14 percent took as long as 45 to 135 years. But in the case of Japan, it is only 26 years," the book comments.

The total fertility rate is expected to drop to 1.68 in 1985 (below replacement level) and then start rising moderately to reach 1.85 in the year 2000 and 2.09 — replacement level — in 2025.

The productive population in Japan is expected to increase until the year 2000 when it will begin to decline sharply. "Provided that the real productive population supports the economic life of other people, the number of people who must look after one other person will decrease to 1.2 in the year 2015 from 1.5 in 1980."

Many trends in Japan are similar to those in the United States. An increase in single-person households, especially among older women, and a decrease in the proportion of three-generation, and nuclear family households are among the similarities mentioned in this report.

This book discusses these trends and their impact on the future economic growth of Japan with suggestions for the ways that the government, industry, and small businesses as well as individuals will have to change their behavior in order to cope with the aging future.

The book can be ordered for about $15.00 from Kinokuniya Publications Service of New York Co. Ltd., 10 W. 49th St., New York, NY 10020; telephone (212) 765-1461.

Secondary Cities in Developing Countries, by Dennis Rondinelli, 1983, Beverly Hills: Sage Publications, 282 pp., $25 hardcover; $12.50 paperback.

One factor that shows that a country is developing market potential is the number and size of its secondary cities. Secondary cities play an important role in all countries, especially as regional centers for marketing and trade and as a home for small-scale industries and entrepreneurial ventures that cannot afford the high-priced, high pressure atmosphere of huge metropolitan areas.

In this book, Dennis Rondinelli, a professor of Development Planning at the Maxwell School of Citizenship and Public Affairs at Syracuse University, explores the characteristics and importance of secondary cities.

In a 35-page chapter on demographic, economic, and social characteristics, Rondinelli describes the growth of secondary cities and how their characteristics vary from region to region:

"In highly urbanized countries, the largest city may have 10 or more million people and secondary metropolises may reach 2 or 3 million in population. In countries with low levels of urbanization, the largest city may not have reached 1 million. There is, therefore, a wide gap in population size between the largest city and the secondary urban centers in many developing nations that make them easy to identify in practice," Rondinelli says, mentioning large cities such as Cairo, Egypt with more than 6.5 million people, three times the population of the next largest city, Alexandria, and 60 times the average size of all other cities in Egypt that have populations of more than 100,000 people.

Since 1950, secondary cities have grown both in number and size. But even so they have grown more slowly than larger and smaller cities with some exceptions.

"Only in those countries in Latin America and Asia where the largest cities have already reached enormous sizes have the populations of secondary cities grown faster. In Latin America, the population of secondary cities grew about 8 percent faster than the total population of the largest cities. In Asia the increase in their population was nearly double that of the largest cities."

This book provides an important basic reference for understanding the emergence of secondary cities as markets.

Yearbook of Industrial Statistics, 1980 edition. Vol. I, General Industrial Statistics. English only. Statistical Papers, Series P, No. 19 (Vol. I). xi + 613 pp. UN Sales No. E.82.XVII.11. Clothbound, $45. **Vol. II, Commodity Production Data, 1971-1980.** English only. Statistical Papers, Series P, No. 19 (Vol. II). viii + 750 pp. UN Sales No. E.82.XVII.12. Clothbound, $45.

This annual compilation contains data for 94 countries for the years 1976-1980 in Volume I. The following items are covered for each branch of industry: number of establishments; employment; compensation of employees; hours worked; electrical consumption; gross output; value added; gross fixed capital formation; value of stocks; and index numbers of industrial production (1971-1980). In addition, special tables of index numbers of industrial production and employment are included for regions and the world as a whole.

Vol. II contains information on production, in about 200 countries, of selected industrial commodities in the years 1971-1980. Quantity data for a standard list of 533 commodities (574 statistical series) were collected by questionnaire from all major developed countries and most of the developing ones. The series are shown on a commodity-by-country basis and are arranged according to the International Standard Industrial Classification (ISIC) industry groups of which the commodities are principal products. All branches of mining and manufacturing are represented.

International Encyclopedia of Population, John A. Ross, ed., New York: The Free Press, 1982, 2 vols., 681 pp., $125.

This is the first encyclopedia to cover all aspects of population study. While designed primarily for the population planner, population organizations, librarians, and government agencies, the two-volume set may be a useful tool for the business planner who makes heavy use of demographic information.

For example, a six-and-a-half page entry on small-area data analysis discusses three methods of making postcensal estimates, several techniques for small-area projections, and summarizes the uses of small-area analysis, giving examples.

The entries are written by 123 contributing authors who are experts in the population field. There are 11 articles on the world's largest countries and 8 articles on regions. The table included with the article on the Sub-Saharan Africa region, for example, gives 1980 population, estimated annual growth rate, estimated population density, population under age 15, infant mortality rate, life expectancy for all countries in the region, and crude birth rate, death rate, total fertility rate, GNP per capita, school enrollment and adult literacy rate for selected countries.

The significance of such demographic factors as migration, mortality, and the status of women are treated in separate entries.

The European Labour Market — Recent Studies on Employment Issues in the European Community, 1981, Luxembourg: Office for Official Publications of the European Communities, 94 pp., $8.

This volume presents the principal results from recent research carried out for the Commission of the European Communities under a program of action for the development of the European labor market. The report attempts to look beyond short-term solutions to the long-term problems of increasing unemployment in Europe.

In addition to 4 articles on the effects of unemployment in Europe, 17 summaries are presented on such subjects as "Labour problems of the automobile industry in the new economic situation," "Marginal employment in Italy," and "Swedish, Swiss, and Austrian Manpower policy: its relevance for the EEC."

Income Distributions by Size in Canada, 1983, Ottawa: Statistics Canada, (Catalogue No. 13-207), $12.70 outside Canada. Order from Publication Sales and Services, Statistics Canada, Ottawa K1A OT6, Canada.

Final estimates indicate that average family income in Canada (total money income before taxes and deductions) increased to over $30,000 (Canadian) for the first time in 1981, according to this report. However, when inflation is taken into account, incomes actually dropped by 2 percent compared to what they were in 1980. •

ATW/*con't. from p. 2*

In 1980, the United States bought 27 percent of its manufactured goods from the developing countries, compared to 16 percent in 1965.

The 40 percent of these exports that go to the developing world constitute nearly two-thirds of the third world's imports. Besides meeting domestic consumption requirements, U.S. agricultural production brought in more than $41 billion in export earnings in 1980, a significant contribution to the balance of payments.

U.S. farmers depend on developing countries for about two-fifths of their export market.

Free List Available

A free list of more than 1,800 statistical publications published by nearly 1,000 American associations, business organizations, research organizations, universities and state governments is available from Congressional Information Service, Inc.

Write for the 40-page booklet to: SRI Source List, CIS, 4520 East-West Highway, Suite 800, Bethesda, MD 20814, or telephone the customer service department at (800) 638-8380 (toll-free) or (301) 654-1550.

Mauritius' Economy Has Good Prospects

The World Bank reports that the economy in Mauritius could grow at an average annual rate of 3.5 percent over next three years.

"This growth will take place," the Bank reports, "if the government adjustment efforts are continued; if the International Monetary Fund continues its assistance; and if the international community — bilateral donors in particular — switch from project to program aid during this period."

The sugar industry is important to the growth rate, but so are other agricultural exports, tourism, and industrial production for export.

Mauritius is a country of only about 1 million people, located in the Indian Ocean, about 550 miles east of Madagascar. The population includes about 52 percent Hindus, 17 percent Muslims. About 28 percent of the people are of mixed European and African descent.

Port Louis, the largest city, has about 146,000 people. Other population centers are Beau Bassin and Rose Hill with about 86,000; Curepipe, 56,000; Vacoas and Phoenix, 54,000; and Quatre Bornes, 55,000. About 43 percent of the population lives in urban areas.

Women in Mauritius average about 3 children each in their lifetimes, a rate more similar to Asian countries, than those in Africa where fertility rates are much higher.

About 34 percent of the population is under age 15 and only 4 percent is over age 65, partly because life expectancy is only 65 years. Per capita GNP in 1981 was estimated at about $1,300.

A World Bank study, *Mauritius: Economic Memorandum: Recent Developments and Prospects* by Michel J. C. Devaux is available at $5 from World Bank Publications, P.O. Box 37525, Washington, DC 20013. ●

Sources/*con't. from p. 12*

and Spanish. A subscription costs $20 a year.

The information in *DOCPAL Resumenes* is obtained from the computerized database of the Latin American Documentation System (DOCPAL), which was established in CELADE in 1976. The database currently contains information on about 18,000 published and unpublished documents on population written in or about the Latin American Caribbean countries. About 2000 new items are added to the system annually.

On request from any user, CELADE/DOCPAL can also provide free searches of its entire database to identify documents on specific topics and written in languages that the user can read. Results are sent by air mail. Articles and other documents listed in a search or in the abstract journal are available by photocopy for research purposes, at the cost of $.15 per page. Forms for obtaining computerized searches and document copies are in each issue of *DOCPAL Resumenes*.

CELADE/DOCPAL will not supply photocopies of complete documents that are available commercially and persons who request documents must sign a statement that they will not reproduce them for commercial resale. This should pose no problem for most companies that are using the documents for their own internal research.

Although only limited Spanish-language knowledge is needed to use most census, survey and statistical documents, be aware that some language ability will probably be necessary to use many other materials from CELADE. They are designed for a Spanish-speaking audience and therefore English subtitles and explanations are limited. A list of books, monographs and other CELADE publications is available by asking for the *Catalog de Publicaciones*.

CELADE also has a Population Data Bank with magnetic tapes of samples of most of the population censuses carried out since 1960 in the Latin American countries, as well as tapes of data from many important fertility, migration and other surveys. The census samples have from around 50,000 to 1,000,000 cases each. Copies of the tapes may be purchased from CELADE (after obtaining appropriate permission from national authorities when required) or the CELADE Population Data Processing Unit can prepare tabulations and other statistical analyses according to the requester's specifications. Information on the data available can be found in CELADE's *Bulletin of the Population Data Bank*, which has a bilingual text in English and Spanish. Institutions or persons requiring data tapes or the production of special tabulations should give full details on their needs so that CELADE can provide an estimated cost.

The publications described above and the CELADE/DOCPAL and Data Bank services can be requested by writing to: CELADE, Casilla 91, Santiago, Chile. ●

Sources

The Latin American Demographic Centre (CELADE)

The Latin American Demographic Centre (CELADE) in Santiago, Chile, is the authority on demographic data for all Latin American countries. It is an autonomous unit of the Economic Commission for Latin America (CEPAL) and receives most of its funding from the United Nations Fund for Population Activities.

As a U.N.-supported agency, among its mandates is the provision of technical assistance to Latin American countries in collecting, processing, publishing and distributing population data as well as helping the region and individual countries to use demographic variables and population projections to plan development and population programs. Largely due to the work of CELADE, population statistics from Latin American countries have improved significantly in recent years.

Latin American governments have increasingly recognized the importance of population variables in development, and many have government-supported family planning programs. Fertility rates in most Latin American countries have declined in the last 20 years and the literacy and educational levels of women have also improved.

On request, CELADE collaborates with individual country statistical and other governmental offices, advising national institutions that work on economic and social planning, and helping them improve their statistical systems.

The results of CELADE's research activities, as well as of other agencies, are published in four series edited by CELADE: periodicals, monographs, books, and conference and seminar documents. The three periodicals are: *Boletin Demografico, Notas de Poblacion,* and *DOCPAL Latin American Population Abstracts.*

The Boletin Demografico is published semi-annually in Spanish and English. It supplies up-to-date statistical information on population estimates and projections and demographic indicators for each country of the region. An annual subscription is $10. For this and the other journals, a subscriber may pay directly by check made out to CELADE or may request to be billed.

The review, *Notas de Poblacion,* is published every four months with the object of disseminating technical and scientific articles and reporting population activities carried out in the region. Summaries of articles are given in English as well as Spanish. A year's subscription is $20.

DOCPAL Latin American Population Abstracts, known by its Spanish short title, *DOCPAL Resumenes,* is a bi-annual publication, each issue of which contains about 700 detailed Spanish-language abstracts of recent books, article, reports, conference papers and other documents on population, whether published or unpublished. The journal is designed to keep specialists abreast of new developments in the population field and through extensive indices to aid users in locating specific demographic information. The abstracts of the documents are grouped under such subjects as mortality, fertility, fertility control, migration, labor force, marriage and the family, and population policies, plans and programs. Titles are given in English

continued on p. 11

Population Projections-Latin America

(in thousands at midyear)

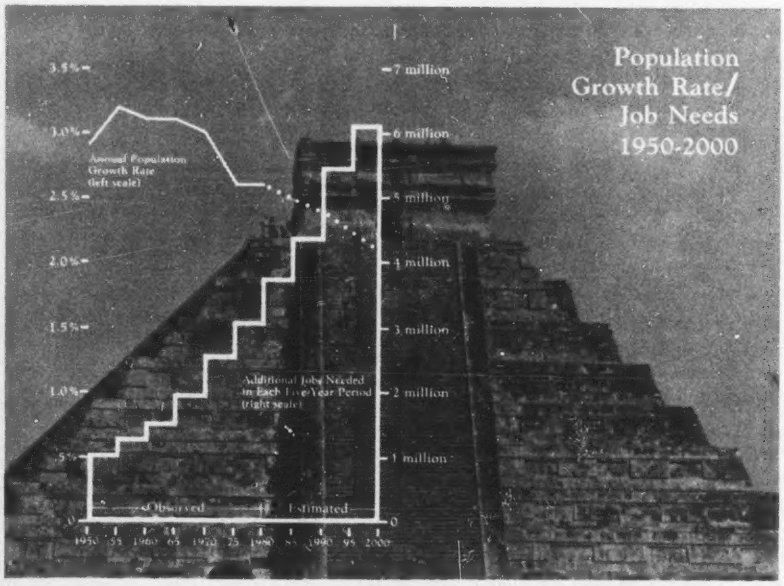
Country	*1983*	*1985*	*1990*	*2000*
Argentina	29,627	30,564	32,880	37,197
Bahamas	258	268	295	344
Barbados	272	277	292	320
Belize	175	184	205	234
Bolivia	6,034	6,371	7,314	9,724
Brazil	129,766	135,564	150,368	179,487
Chile	11,682	12,074	13,061	14,934
Colombia	27,518	28,714	31,820	37,999
Costa Rica	2,470	2,600	2,937	3,596
Cuba	9,906	10,038	10,540	11,718
Dominica	87	89	95	108
Dominican Republic	5,962	6,243	6,971	8,407
El Salvador	5,232	5,552	6,484	8,708
French Guiana	66	68	73	83
Granada	115	118	125	142
Guadalupe	332	334	339	354
Guyana	941	979	1,069	1,238
Haiti	6,258	6,585	7,509	9,860
Honduras	4,092	4,372	5,105	6,978
Jamaica	2,288	2,358	2,535	2,872
Martinique	326	328	337	362
Mexico	75,108	78,996	89,012	109,180
Netherland Antilles	273	285	313	366
Nicaragua	3,015	3,218	3,778	5,154
Panama	2,092	2,189	2,439	2,943
Paraguay	3,472	3,681	4,231	5,405
Peru	19,162	20,273	23,355	30,703
Puerto Rico	4,092	4,345	4,747	5,312
Santa Lucia	123	127	136	153
Suriname	419	445	527	698
Trinidad & Tobago	1,218	1,252	1,337	1,483
Uruguay	2,968	3,012	3,128	3,364
Venezuela	17,258	18,386	21,284	27,207

Source: Boletin Demografico, No. 31, enero de 1983, CELADE, Santiago, Chile.

3/9/83
CO200-1B

INTERNATIONAL DEMOGRAPHICS™

Vol. 2 No. 8 August 1983



Demand for Jobs in Mexico Will Double by Year 2000

Mexico's working age population is expected to double in the next 20 years, creating an unprecedented demand for over one million new jobs a year until the end of the century.

Data compiled by population specialists at the U.S. Census Bureau's Center for International Research and the International Labor Office of the United Nations, show that Mexico's working-age population will grow 24 percent faster than the nation's total population growth in the next decade.

From 1970 to 1980, Mexico created an average of 495,000 new jobs a year. Mexico will need to create an estimated 1.3 million jobs each year between 1995 and 2000.

As a country develops economically, agricultural jobs usually decrease. If that is the case in Mexico, there will be added pressure for jobs in urban areas.

Those who have recently entered the work force or will do so in the next 10 years were born during years of high fertility in the 1950s. Thus, despite the fact that fertility rates have declined, the working age population — which consists of people already born — will continue to expand at a rapid rate.

Mexico's population growth rate has been slowing, from 3.3 percent annually in 1970 to 2.8 percent by 1980. It should average 2.1 percent per year from 1980 to 1990. In comparison, the rate of growth in the working age population increased from 3.8 percent per year between 1970 and 1980 and is expected to expand at a rate of 3.6 percent per year during this decade.

Dr. Eduardo Arriaga, an analyst at the bureau's Center for International Research, commented that there appears to be no let up in the migration to Mexico's urban areas, particularly Mexico City.

"The data suggest that by the close of the century, the population of Mexico City will be the world's largest, even exceeding the current population of the state of California," Arriaga said. ●

Inside

European Market Research 3
Double Country Profiles:
Egypt: Women are freer than in other Arab countries 4
Israel: Its beginnings dictate its demography 10
Publications 15
Sources: Foreign Area Studies 16

Around the World

Here, Women Propose

Much attention is focused on countries where it is less than honorable to bear a female child. But when a girl is born in Minanagkabau, a region in West Sumatra, people always rejoice.

It is one of the few areas of the world where women propose marriage and men accept or reject, and where households are referred to by the woman's name, not the man's.

Minanagkabau has a matrilineal society, which means that the inheritance goes through the female line and the family is considered to be dying when there are no female offspring.

It would be wrong to think that men in Minanagkabau are simpletons with no responsibilities. Men are elected the heads of big families and they advise on family matters, act as arbiters when differences of opinion occur within a village, and represent the family in the village council. People in this society prefer to work with their brains, not physical strength, and the men excel as scholars and businessmen, rarely taking up manual labor.

Property is owned by families, not individuals. As elsewhere in Indonesia, families make decisions by mutual consent, discussing until an acceptable solution is reached.

Source: *Populi*, Vol. 9, No. 4, Journal of the United Nations Fund for Population Activities, 220 E. 42nd St., New York, NY 10017, $2.50 per issue/$14 per year.

El Salvador Considered Greatest Risk

El Salvador heads Frost & Sullivan's latest list in three of five categories as being the riskiest place to do business.

Frost & Sullivan's *Political Risk Newsletter* is published monthly.

The 19 most risky countries are listed for each of 5 categories: political turmoil, financial risk, manufacturing/extrative risk, export risk, and five-year risk rating. El Salvador tops the list for political turmoil, financial risk, and five-year risk. The greatest risk for export is judged to

continued on p. 9

Letters to the Editor

Mortality Rates Challenged

In your May 1983 issue of *International Demographics*, I read with interest the article "Paris Paper Shies Away From Eastern-Bloc." The article deals with the recent seminar in Paris at which Anatoli Yashin failed to present much information on mortality trends in the Soviet Union from 1974 to 1981.

The article states that "death rates, especially among infants, reportedly rose precipitously across most of the Eastern bloc." Another sentence states that "average life expectancy in Russia and its satellites is thought to have declined at least 3.5 years to age 67.5" (probably not to age 67.5, but rather to 67.5 years of life). There is some evidence that infant mortality rates in most of the "Eastern bloc" have continuously declined from the early 1970s up to recent years. According to information published in *Statisticheskiy Yeshchyegodnik Stranchlinov Soveta Ekonomicheskaii Szaimopomotsi*, 1982, p. 9, the infant mortality rates from 1960 to 1981 for Bulgaria, Czechoslovakia, German Democratic Republic, Hungary, Poland, and Romania have declined more than 50 percent from initial levels, and the decline from 1970 to 1981 is substantial. In relation to the second quotation on life expectancy at birth, the available information from the same source, page 10, will indicate that several countries of the Eastern bloc have not had a significant change of life expectancy since the early 1970s. There is not too much information to conclude accurately whether or not life expectancy at birth has increased, declined, or remained constant.

Because of the close relationship of life expectancy at birth and infant mortality, if infant mortality rates have continued declining in those countries, it is likely that the life expectancy at birth will increase. The particular case of Russia is somehow probably different. There is evidence that the infant mortality rate increased from 1970 to 1973, although part of this increase was due to improved registration of infant deaths in some of the Soviet Republics. After 1974 there is no information available that would permit a sound analysis of the trend of mortality in Russia. Fragmentary information and medical reports indicate that adult male mortality could have increased from the early 1970s to recent times.

In summary, it seems that the article does not give a fair picture of the mortality trends in countries of the Eastern bloc. The only available evidence will indicate that for most of these countries, the mortality of infants has continued to decline during the 1970s.

Let me say that I find your magazine interesting and I congratulate you for the job you are doing in bringing thoughtful aspects of population problems to the world. ●

Eduardo E. Arriaga
Special Assistant for International
Demographic Methods
Center for International Research
Bureau of the Census

INTERNATIONAL DEMOGRAPHICS

Publisher: Peter Francese
Executive Editor: Bryant Robey
Editor: Doris Walsh
Managing Editor: Caroline Eckstrom
Research Director: Cheryl Russell
Art Director: Carol Terrizzi

International Demographics (ISSN 0731-5414) is published monthly by American Demographics, Inc., P.O. Box 68, Ithaca, N.Y. 14851. Telephone (607) 273-6343. © 1983 by American Demographics, Inc. All rights reserved
Subscription rate $148 a year.

The European Society for Opinion and Marketing Research

As market segments are sliced thinner, lifestyle information becomes more important. Demographic information provides the "who" of the market segment, but lifestyle information tells the marketer how the consumer is likely to behave.

The membership of the European Society for Opinion and Marketing Research works on marketing problems in Europe. Although the General Secretariat of ESOMAR is located in The Netherlands, its membership is open to market researchers in the United States. The positions of members range from those who work in large commercial research firms to those who are doing single-person research for small consumer or industrial companies. They come together several times a year to discuss new techniques and find out what their peers in the field are doing.

At a recent seminar in San Francisco for example, Tadaaki Funayama, managing director of Research and Development Inc., described his company's work in Japan on small area market development, including a description of the specific plans of two large chains of audio/video retailers.

Funayama said that even small retailers in Japan are very conscious of the characteristics of their customers and that they must develop their own markets to survive.

"Much attention must be paid to small market areas as marketing units," Funayama said. "Future growth of a corporation will depend upon whether or not it will be able to establish 2-way marketing relationships with consumers through its retailers in the area."

Japanese representatives at the seminar said that competition in Japan is so fierce that it requires a great deal of marketing information even at the local level. For example, there are 400 companies in the personal computer market and one new model being released every week.

"If a marketing decision takes three years," one delegate said, "the product will be pre-empted before it is on the market."

One European delegate added, "Japan is changing so rapidly. You have to get over there and have the hell beat out of you to understand."

Seminars like the one in San Francisco are held several times a year, usually in various European cities. In addition, ESOMAR holds an annual Congress in late summer. This year's Congress will be held in Barcelona August 28 through September 1 and will focus on the contributions of research in such fields as marketing and advertising, education, law, politics, public finance, product management and new product development.

In addition to publishing proceedings from its seminars and Congress, ESOMAR also publishes an annual handbook listing the names and addresses of its members and their research organizations, and a bi-monthly journal, European Research. The journal and the handbook are free to members. A members' newsletter is published in months when the journal is not published.

ESOMAR has tried to involve U.S.-based research companies in some of its projects — but its efforts have not been too successful. One on-going project attempts to harmonize the demographic definitions and hence the data collected in surveys in all European countries and in the United States.

The intention of the project is "to come up with a set of (demographic) questions which would prove to be acceptable and workable in most of the countries and could be asked by clients who buy multinational studies. The client could simply ask the (research) institute to include the extra demographic questions if they were not included already."

Some demographic characteristics seem to lend themselves to a definition that cuts across cultural differences. They include households, main wage-earner, marital status, age, household size, income, housing (owned, rented, etc.), and full- or part-time work.

A reprint describing the ESOMAR project on the harmonization of demographics, including a full discussion of the social class definition is available from the ESOMAR office in Europe.

Membership in ESOMAR is on an individual basis. The membership fee is 255 Swiss Francs. There is also a one-time entrance fee of 127.50 Swiss Francs. Applicants must have a recommendation from two ESOMAR members. However, U.S. applicants who may not know members of the organization should contact the office of Mr. William J. Wilson at Starch-INRA-Hooper, 566 E. Boston Post Road, Mamaroneck, NY 10543; telephone (914) 698-0800. Mr. Wilson is the national representative for ESOMAR in the United States and can assist with references and answering questions about making application for membership.

Those in the United States who do not wish to join but are seeking market research services in Europe may wish to determine whether a potential firm is a member of ESOMAR since ESOMAR members have all pledged to adhere to a particular Code of Practice, a copy of which is available from the Society office.

Queries about membership, the annual Congress, or other ESOMAR seminars or publications should be addressed to Ms. Fernanda Monti, Secretary General, European Society for Opinion and Marketing Research, J. J. Viottastraat 29, 1071 JP Amsterdam, The Netherlands; telephone (020) 64.21.41; Telex: 18535●

Country Profile
Arab Republic of Egypt

Modern Egypt continues to evoke the mysteries and wonders of a majestic past from Pharach to Pharaoh. This cradle of civilization owes its immortality to the river Nile (1,000 of its 4,145 miles flow in Egypt), without which the country would be part of the Sahara. Despite its one million square kilometers — roughly the size of France and Spain combined — less than 4 percent of the land is usable. A strip of land in the Nile Valley and the Delta has been described as an "elongated oasis in the midst of the desert."

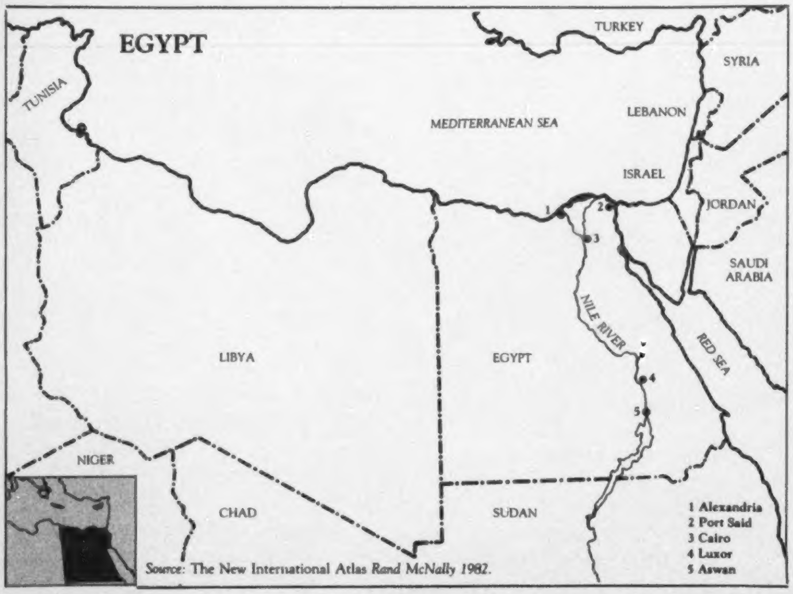
While many would reject the notion that Egypt had one of the first organized forms of government, there is little doubt that the lower Nile Valley was the site of early towns with strong archaeological evidence indicating highly specialized marks of unity and particular societal characteristics.

Egypt's traditional history has witnessed the Nubian Pharach, the Assyrian dynasty, Persian rule, Alexander the Great, Cleopatra, Roman rule, Byzantine empire, Arab (Muslim) empire, the Fatimids, Mamluk Sultanate, Ottoman power, French and British colonialism, as well as a war of independence, a revolution and 35 years of regional conflicts.

In 1982, U.S. exports to Egypt exceeded $2.9 billion (an increase of 30 percent over 1981), making it our second largest market in the Middle East and North Africa after Saudi Arabia. The U.S. is Egypt's leading trading partner. U.S. imports from Egypt stood at about $550 million in 1982. Trade between the two countries is expected to grow over the long-term, but American businesses must be prepared to compete against European firms that are more familiar with the Egyptian market.

The last official Egyptian census was taken in 1976. The population, however, has been growing rapidly and was estimated to be around 43 million in 1981 by Egypt's Central Agency for Public Mobilization and Statistics (CAPMAS). The annual rate of growth between 1980 and 1985 is estimated by the United Nations to be 2.5 percent, but in reality it is probably slightly higher at 2.9 percent. The UN population projection for the year 2000 is 65 million.

Because 98 percent of Egypt's population is crammed on 4 percent of the land, density is about 2,860 people per square mile. More densely settled regions include the Alexander-Port Said Delta as well as the cities of Aswan, Luxor and al-Qahira (the Victorius) or Cairo, as the capital city is known in English.



Source: The New International Atlas *Rand McNally 1982.*

Regions and Cities

Egypt is divided into 25 governorates and 3 regions. The urban governorates include Cairo, Alexandria, Port Said, Ismailia and Suez. The lower Egypt governorates include Damietta, Dakahlia, Sharkia, Kalioubia, Kafr El-Sheikh, Gharbia, Monufia, Beheira and Matrouh. The Upper Egypt governorates include Guiza, Beni Suef, Fayoum, Menya, Assiut, Suhag, Kena, Aswan and Bahr al-Ahmar (Red Sea). Since 1978, the Sinai has also gained a governorate status.

According to a CAPMAS report, the largest governorate, Cairo, had 5.6 million residents (13 percent of the total population) in 1981. Next in size were Dakahlia with 3.1 million, Sharkia with 2.9 million, Beheira with 2.8 million. Guiza with 2.7 million, Alexandria with 2.5 million and Menya with 1.9 million. The World Bank estimates that the fastest growing governorates are Guiza (2.8 percent annually in 1980) and Kalioubia (3.2 percent). Guiza's population in 1976 stood at 2.4 million but increased to 2.8 million in 1981. Kalioubia's residents increased from 1.7 million to 1.9 million during the same period. The two governorates which lost population after the 1967 war, Suez (−3.1 percent) and Port Said (−0.7 percent), recorded positive changes between 1978 and 1981, their inhabitants rising from 194,001 to 221,000 and from 262,620 to 345,000 respectively.

The proportion of individuals living in urban areas is higher in Egypt than in most countries at a comparable level of development. According to the UN, the urban population numbered 19 million, accounting for 46 percent of the total population in 1981. Of the 19 million urban residents, 18.5 million lived in cities of 20,000 and over. At an annual growth rate of 3 percent, Egypt's urban population could reach 37 million by the year 2000. Since immigration into Egypt is insignificant, urban growth is almost exclusively a result of migration from rural areas and natural increase. Greater Cairo's population of 8.5 million in 1979, making it the world's sixth largest city (after Tokyo, New York, London, Shanghai, and Buenos Aires), was close to 11 million in 1981 as it inched into fifth place.

The rural population is projected to decline steadily through 2000, with adverse consequences on land management, social development and employment. UN projections indicate that Egypt will be 57 percent urban by the year 2000 and 72 percent by 2025. Today, close to 22 million Egyptians live in the 4,224 villages and 24,000 rural hamlets, and although their socio-economic condition is rudimentary, Egypt's fellahs (farmers) provide about one-third of the Gross National Product. The fellah represents customs and traditions going back centuries which has made him into the human bedrock of Egyptian civilization.

Ethnicity and Religion

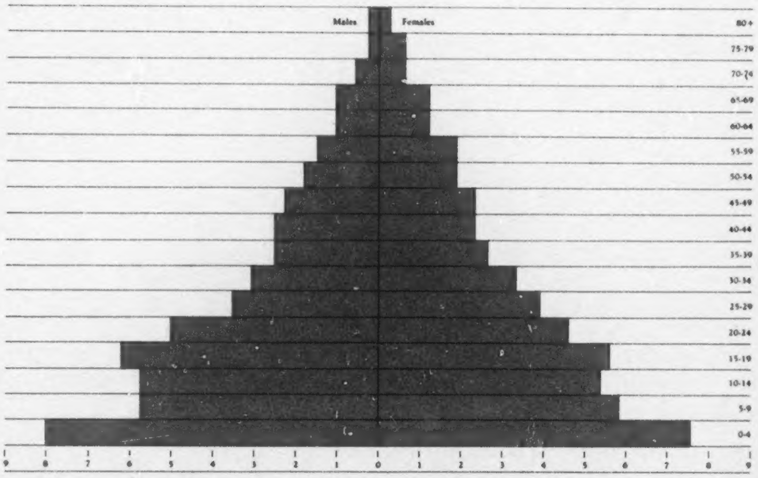
According to U.S. government estimates, 90 percent of Egyptians are from an Eastern Hamitic stock; the rest consist of Greeks, Italians, and Syro-Lebanese.

A majority of Egyptians are Muslims (93 percent) of the Sunni (92 percent) and Shia (1 percent) sects. Islam has been practiced in Egypt for over a thousand years and Cairo houses the Al Azhar Mosque which was built in 972 A.D., perhaps the premier institution dealing with Islamic traditions. The Al Azhar pronouncements on Quranic interpretations are accepted by Muslims around the world, giving Cairo the prestige of a religious city. Muslims in lower Egypt follow the Hanafi school of law and those in Upper Egypt the Maliki school. According to the Constitution, Egypt is an Islamic state which guarantees freedom of religious expression and equality before the state regardless of religion.

Christian Copts who are descendants of first century Egyptian converts to Christianity and who left the Catholic Church following the fourth century schism, are the only major indigenous religious minority. According to the 1976 census, Egypt's Copts numbered 2.3 million or 6 percent of the total population of 36.7 million people. Both the Copts and Western historians, however, challenge this figure, giving estimates ranging between 5 and 8 million. Their concentration in 5 large towns, Assiut (20 percent), Menya (19 percent), Suhag (14 percent), Cairo (10 percent) and Kena (7 percent), has contributed to a widespread feeling among the Copts that they are numerically underestimated. The Coptic population

Population of Egypt by Age and Sex, 1980

(in percent)



Age	*Total Population*	*Male*	*Female*
All ages	40,085,000	20,389,000	19,696,000
0-4	6,187,000	3,163,000	3,024,000
5-9	4,652,000	2,350,000	2,302,000
10-14	4,468,000	2,312,000	2,156,000
15-19	4,684,000	2,466,000	2,218,000
20-24	3,794,000	2,035,000	1,759,000
25-29	2,922,000	1,441,000	1,481,000
30-34	2,540,000	1,250,000	1,290,000
35-39	2,009,000	977,000	1,032,000
40-44	1,931,000	961,000	970,000
45-49	1,757,000	869,000	888,000
50-54	1,410,000	723,000	687,000
55-59	1,324,000	644,000	680,000
60-64	783,000	416,000	367,000
65-69	807,000	391,000	416,000
70-74	387,000	199,000	188,000
75-79	282,000	126,000	156,000
80+	148,000	66,000	82,000

Variation in the percentage of Cairo Population to Total Egyptian Population (1927-1981)*

Years	*Percentage*
1927	8.2
1937	8.2
1947	10.9
1960	12.9
1966	14.0
1976	13.3
1978 (August)	13.2
1979 (June)	13.2
1980 (April)	13.1
1981 (January)	19.1

Source: CAPMAS (*Central Agency for Public Mobilization and Statistics*). *January 1981, in* Population Studies (Cairo), *9th year, No. 60, January/March 1982,* p. 72.

*= *1927-1976—figures based on population censuses 1978-1981—estimations*

might be larger than official figures indicate, but still much smaller than is claimed by the community itself; they probably numbered 3 million in 1982, or a little more than 7 percent of the population.

Age Distribution/Vital Statistics/Immigration

The estimate of the Egyptian birth rate for 1980 was 41 births per 1,000 population. The death rate was estimated at 11 deaths per 1,000 population. The population is projected to grow at the rate of 2.2 percent between 1985 and 1990, slightly less than the present rate.

The relaxation of governmental policies with respect to the exit of nationals and the increasing demand for expatriate labor by Arab oil-exporting countries caused many Egyptians to seek jobs in Libya and the Persian Gulf states, especially after 1974. Some estimates place the figure of migrant Egyptian workers at 1.6 million, or 12 percent of the labor force. Whether this outflow will have a negative effect on the economy remains to be determined. The UN estimates, however, that most of the migrants return considerable remittances, reaching $2 billion in 1980.

The total fertility rate, or the average number of children born per woman, was 5.2 in 1981, according to UN estimates, a figure projected to drop to 3.3 by the year 2005. Among the reasons for this drop is the trend toward later marriage, which began about 1964 and contributed to the decline in the birthrate beginning in 1967. The legal age for marriage is 16 for females and 18 for males. The proportion of people currently married declined from 70 percent in 1960 to 57 percent in 1981.

Divorces tend to be low compared to the rate in most Western countries. The total number of divorced men and women were 40,000 and 126,000 respectively in 1976, or less than 1 percent of the total population.

Life expectancy at birth was 49.8 years in 1966, according to ECWA. The World Health Organization estimates that life expectancy was 55 for men and 58 for women in 1982 (vs. 70 for U.S. men and 77 for U.S. women). A relatively high infant and child mortality rate (99 deaths per 1000 female births and 111 deaths per 1000 male births in 1980) is expected to drop in the coming years due mainly to a considerable improvement in public health services, which are available free through the Ministry of Health's network of at least 2,500 rural health units and hospitals. Particular attention is presently devoted to health care in villages with a population of less than 3,000. All graduates of Egypt's nine state medical schools spend their first four years' obligatory service in rural areas.

The approximately 3,500 new physicians each year add to the 43,500 practicing physicians in Egypt. There has been, however, a drain of physicians due to the emigration of

Population Distribution in Governorates by Sex and Governorates Proportion to the Total Egyptian Population: 1981

Governorate	*Males*	*Females*	*Total*	*Percent of Total*
Cairo	2,857,000	2,744,000	5,601,000	13.30
Alexandria	1,299,000	1,256,000	2,555,000	5.94
Port Said	180,000	165,000	345,000	0.80
Suez	115,000	106,000	221,000	0.51
Damietta	328,000	319,000	647,000	1.51
Dakahlia	1,552,000	1,521,000	3,073,000	7.15
Sharkia	1,502,000	1,444,000	2,946,000	6.85
Kalioubia	986,000	927,000	1,913,000	4.45
Kafr El-Sheikh	791,000	797,000	1,588,000	3.69
Gharbia	1,285,000	1,268,000	2,553,000	4.94
Monufia	974,000	945,000	1,919,000	4.46
Beheira	1,408,000	1,393,000	2,801,000	6.51
Ismailia	207,000	201,000	408,000	0.95
Guiza	1,413,000	1,343,000	2,756,000	6.41
Beni Suef	631,000	622,000	1,253,000	2.91
Fayoum	667,000	637,000	1,304,000	3.03
Menya	1,191,000	1,158,000	2,349,000	5.46
Assiut	985,000	935,000	1,920,000	4.47
Suhag	1,098,000	1,073,000	2,171,000	5.05
Kena	965,000	953,000	1,918,000	4.46
Aswan	346,000	348,000	694,000	1.61
Red Sea	33,000	29,000	62,000	0.15
New Valley	50,000	48,000	98,000	0.23
Matrouh	70,000	69,000	139,000	0.32
Sinai	101,000	61,000	162,000	0.38
Total Population Within Egypt	21,034,000	20,362,000	41,396,000	96.27
Total Population Outside Egypt	815,000	789,000	1,604,000	3.73
Total Population	21,849,000	21,151,000	43,000,000	100.00

Source: CAPMAS, *January 1981, in* Population Studies *(Cairo), 9th Year, Number 60, January/March 1982, p. 71.*

many to Arab states, the U.K. and the U.S. There are 10.3 physicians per 100,000 Egyptians compared to 18.7 physicians per 100,000 in the U.S.

Hospital facilities are well developed for a country at Egypt's state of economic development, with about 84,000 hospital beds in 1981. Despite admirable progress, Egypt's population suffers from poor health because of inadequate sanitary facilities, water supply and refuse disposal, resulting in a large number of preschool deaths from diarrheal disease. Other health concerns include the high incidence of schistosomiosis (bilharzia) and enteric and respiratory diseases. Several AID and World Bank preventive programs have recently been initiated in the general health system with the goal of alleviating some of these problems.

Households and Families

In 1980, the number of households with 10 or more persons was 481,000. Households with 4 to 6 individuals stood at 3.2 million, and while the traditional family consisting of a man, his wife and children remains the core of most households, the rise in single-person households is adding housing demand to the already heavily burdened housing situation.

The average household size in Egypt rose from 5.0 persons in 1960 to 5.2 in 1976 and 5.5 in 1981, each household occupying an average 2.8 rooms or about 1.8 persons per room. Average household size in urban governorates declined from 4.9 to 4.6, however, during the same period.

The authority within the family structure varies between urban and rural areas and between fundamentalist Muslims to less-strict Muslim and Christian families. The Egyptian woman tends to be economically active, unlike most of her sisters in the Arab world. Those who are involved in the labor force in industrial plants as well as in the services field, add to the family income, which remains low, however. A significant socio-economic change is under way in Egypt with the increasing involvement of women in the work force, in turn registering changes in the family structure. As expected, this change is met with some opposition and it is not clear which way the trend will go.

Housing

Housing conditions on the whole tend to be much better in urban than in rural areas of Egypt, but even in Cairo and Alexandria, which have the best services, conditions are poor.

In 1970, only 44 percent of the buildings in Greater Cairo were connected to public or private systems of sewerage. Water was piped to 50 percent of the buildings. More than a third of the buildings were not connected to the electricity grid. By 1976, services had considerably improved with 70 percent of the dwellings served with water and another 11 percent had water inside the building. Also by 1976, electricity was available in 82 percent of households in the Cairo governorate. By 1981, electricity was available in 88 percent, sewage service in 60 percent and water in 57 percent of households in Cairo.

There are many reasons for the poor quality of housing in Egypt including the government's housing policies, overlapping of administrative responsibilities among several public agencies, the absence of mortgage funds as well as rising construction costs. New programs to meet the challenge of the housing crunch have been introduced including the policy of increasing the private sector's share in construction, and modifying the basic requirements in the public housing program.

Distribution of Households by Household Size in Egypt: 1980

Household Size	*Number of Households*
1	458,000
2	833,000
3	917,000
4	1,069,000
5	1,096,000
6	1,006,000
7	811,000
8	574,000
9	358,000
10 and over	481,000
Total	7,063,000

Source: *Estimates by UN, ECWA, in Demographic and Related Socio-Economic Data Sheets for Countries of the Economic Commission for Western Asia, No. 3, Beirut, May 1982, p. 40.*

Egyptian residential architecture is characterized by multistory structures tightly clustered around small courtyards and laced together with narrow streets. This high density development, a result of the scarcity of land, is in marked contrast to the five-story apartment buildings laid out in rows that the government now builds. Recent studies have suggested that up to 20 percent cost reductions could be recorded if site planning improvements were made, alternating present building configurations to create central utility cores.

Rental costs are relatively high in Cairo and Alexandria, where a three-bedroom furnished apartment averages $1,360 and $800 per month, respectively.

Literacy/Education

Arabic is the official language in Egypt. English and French are widely spoken in the business world as well as among the intelligentsia. Literacy in Egypt is close to 45 percent. While the compulsory education law requires all children to

School Enrollment by Level of Education and Sex in Egypt: 1980

Level of Education	*Total*	*Male*	*Female*
Primary	4,440,335	2,667,488	1,772,847
Preparatory	1,529,337	962,827	566,510
Secondary			
General	468,353	298,202	170,151
Vocational	589,195	357,604	231,591
Higher*	485,664	335,973	149,691
Training Colleges*	40,595	21,317	19,278
Post Graduate Studies	32,121	N.A.	N.A.

Note: *= 1978/1979

Source: *Demographic and Related Socio-Economic Data Sheets for Countries of the Economic Commission for Western Asia, No. 3, Beirut, May 1982, p. 46.*

whom "facilities are available" to attend 6 years of elementary school beginning at age 6, close to 20 percent of 6 year-olds fail to attend regular classes. In 1980, according to ECWA estimates, there were 10 million literate Egyptians over the age of 15, and 15 million with no schooling, of whom 9 million were females. The attrition rate among females from one grade to the next is high, resulting in limited educational levels among a population group increasingly called upon to share the socioeconomic burden of Egypt.

The religious schools attached to Mosques, known as the Kuttub, have replaced many public primary schools in areas where government schools are not available. The Kuttub continue to provide supplementary courses in religious studies at all levels and ages.

After gaining an elementary knowledge of reading, writing, arithmetic, history, geography, science, and other subjects in six years of primary education, the student sits for the State Primary Certificate Examination. Those who pass may be admitted to the three-year preparatory program before entering a specialized secondary level program. Less than 10 percent of those who started at the primary level enter a secondary school, where a selection is made between a scientific, literary or vocational field which lasts four years. In 1980, 1 million students were attending secondary schools including 402,000 females. Universities are open to talent rather than privilege, with an admissions policy based entirely on grades received in the secondary school examination, with the schools of medicine, science and engineering having the highest standards. In the 1978-1979 academic year, 490,000 students were in higher education, including 150,000 females, in the government operated universities in Cairo, Alexandria, Tanta, Mansura, Helwan, Menya, Assiut, and Suez.

Labor Force and Income

Egypt's labor force of 15 million is large and relatively skilled compared with those of other states in the region. While it represents a most valuable resource of development, Egypt faces underemployment among unskilled workers and a shortage of skilled artisans, technicians, and managers.

According to recent labor survey estimates, nearly 12 million Egyptian men were at work in 1981, or 60 percent of all men. Women's labor force participation rate in 1980 was 5 percent, up from 3.2 percent in 1976.

The industrial composition of the Egyptian labor force favors agriculture with 48 percent of the labor force in agriculture in 1980. About 18 percent of the work force is in industry and commerce, and 32 percent are in services. The largest occupational category outside agriculture is that of community and personal services workers. This grouping accounted for 18 percent of all employed persons in 1980. The next single largest occupation is production process workers and laborers, representing 13 percent of the labor force, followed by 8 percent who are in wholesale and retail trade.

The average Egyptian works 42 hours per week. This legal work week is spread over 6 days, but many workers hold two jobs or benefit from overtime salaries which range from 125 percent of base wage during daylight to 150 percent at night to 200 percent on the seventh consecutive day of work.

Legal holidays are given 10 times each year, with 2 weeks paid vacation for workers with less than 10 years of service. Those with longer service receive 21 days. Once in a lifetime, each worker is entitled a Pilgrimage leave for a month at full pay.

Membership in trade unions is about three million workers. There were 900 unions in 1981 divided into the country's 21 general trade unions organized on industry lines, and all belonging to the government affiliated Egyptian Trade Union Federation (ETUF). Labor disputes are referred to a compulsory conciliation and arbitration board representing labor, management and the government. The board has 20 days to resolve disputes, and in case of an impasse an arbitration court is called upon for a final and binding decision. While it is illegal to strike, wildcat strikes have occurred (food riots in 1977) even though the government's response tends to be swift and at times harsh.

Egypt's rate of inflation (18.7 percent in 1980 and 9.6 percent in 1981) has been pushing wages upward during recent years although the overall level remains relatively low. The average per capita annual wage in 1981 was estimated at $580. Average weekly earnings for men were about US $11 at the 1981 exchange rate. There is, however, great variation in wage income by employment sector. While an unskilled worker in 1981 could earn $500-$2,000 annually in Cairo, a high-level executive's salary could range from $5,000 to $25,000 and a skilled worker could earn as much as $4,000.

A conscious policy of insulating the majority of consumers from the pressures of world inflation has been in place since 1977. The primary method of this policy has been the subsidy program which has grown to $2.4 billion in FY 1981/1982 of which L.E. 17 billion (at the 1981 exchange rates of L.E.1=US$ 0.84) went to basic commodities such as wheat, flour, sugar, rice, tea, edible oil, butane gas, meat and corn.

Transportation and Communications

There are about 47,000 kilometers of roads in Egypt, of which about 12,000 kilometers are paved, 2,500 kilometers are gravel and stone, 14,000 kilometers are improved earth, and 18,000 kilometers are unimproved earth. Egypt is scheduled to invest 4.3 billion Egyptian pounds in upgrading its transportation grid with the assistance of the World Bank and AID during the 1980s.

A well-developed railroad system along the Nile forms the backbone of Egypt's freight hauling system, with close to 6,700 kilometers in total track. Half of all freight and a third of commercial passenger traffic use the railroads.

Egypt's major port is Alexandria which handles 80 percent of all cargo (15 million tons in 1982) entering the country. Other important harbors include the renovated Port Said, Suez, Mersa Matruh and Dakahlia.

Cairo has the only international airport in Egypt. In addition there are nine civilian domestic airports used primarily by foreign tourists who visit Upper Egypt's historic cities of Abu Simbel, Aswan and Luxor. Egypt Air, the national carrier, has a fleet of 22 jets. In 1981 it carried over two million passengers.

Egypt's overtaxed telephone and telegraph infrastructure is under major overhaul. With less than 600,000 telephones (1.3 per 100 population), the waiting list for automatic dial service is rapidly increasing and had reached 300,000 in 1980 according to the Arab Republic of Egypt National Telecommunications Organization (ARENTO). The 1980-84 plan allocates 1.7 billion Egyptian pounds for the expansion and improvement of the telecommunications network.

Egypt's entire population is within reach of the 26 radio and 35 television transmitters. An estimated 1.4 million television receivers reach close to 10 million viewers. The two major channels broadcast in black and white as well as in color 16 hours daily and 20 hours on Fridays and Sundays. Broadcasts are in Arabic with some programs in English and French.

Egypt boasts the Arab world's most prolific publishing establishment. There are more than 400 newspapers and periodicals of which 92 percent are in Arabic. Other languages include Armenian, Greek, French and English. The major Cairo papers include the authoritative *Al-Ahram* (500,000), *Al-Akhbar* (700,000), *Al-Goumhuriya* (400,000) and *Mayo* (150,000). *The Egyptian Gazette* (19,000) is the only English language daily in Cairo.

Sources of Information

The Supreme Council for Population and Family Planning's Population and Family Planning Board publishes the bilingual (English-Arabic) *Population Studies* (P.O. Box 1036, Cairo, Egypt) which reports on demographic data on a regular basis.

In 1980 the World Bank published a 444-page comprehensive study by Khalid Ikram entitled, *Egypt: Economic Management in a Period of Transition*, which is available from the Johns Hopkins University Press (Baltimore, MD 21218) for $11.50 (paperback ISBN 0-8018-2419-2).

For a recent overall appraisal, see John Waterbury, *The Egypt of Nasser and Sadat: The Political Economy of Two Regimes* (Princeton University Press, 41 William Street, Princeton, NJ 08540), which is available for $12.50 in paperback (ISBN 0-691-10147-7) or for $45 in hardback (ISBN 0-691-07650-2).

In the series "Foreign Economic Trends and Their Implications for the United States," the U.S. Department of Commerce has published a report, *Egypt* (May 1982), FET 82-029, available for $1.50 and in the Series Overseas Business Reports, *Marketing in Egypt* (OBR-81-31), May 1981, n.p. and *Investing in Egypt* (OBR-81-08), December 1981 for $1.25. Both are available from the Publications Sales branch, room 1617, U.S. Department of Commerce, Washington, DC 20230. •

—Joseph A. Kechichian

Mr. Kechichian is a doctoral candidate in foreign affairs at the University of Virginia.

ATW/*continued from p. 2*

be Nigeria, and the greatest manufacturing/extrative risk is in Iran.

After Nigeria, the five most risky countries for exporting are Bolivia, Iran, Argentina, El Salvador, and Mexico, according to Frost & Sullivan's analysts.

After El Salvador, the greatest five-year risk is in Iraq, followed by South Africa, Argentina, Zambia, Zaire, and Israel. Besides Iran, countries considered risky because of political turmoil include Libya, Zaire, Bolivia, South Africa, Iraq, and Pakistan.

Besides its monthly newsletter ($196 per year), Frost & Sullivan publishes the World Political Risk Forecasts on an individual country and regional basis.

For more information, contact Frost & Sullivan, Inc., 106 Fulton Street, New York, NY 10038; telephone (212) 233-1080. Frost & Sullivan also has offices in London, Frankfurt, Tokyo, Paris, and Madrid.

The Entrepreneurial Poor in Bangladesh

Over 30,000 loans have been made successfully to a landless people in Bangladesh who were once believed to be extraordinary risks. Their rate of repayment compares favorably with that of affluent urban borrowers, according to a report in the Ford Foundation Letter.

A professor in Bangladesh started the program which makes loans to groups of five people. Initial loans are to two people of the five for about $30 to $50 — a small sum, but one that makes it possible for them to start or add to a business.

All five people in the group must agree to a strict repayment schedule and to put a penny a week into savings for the group. If the two initial borrowers repay, the others then become eligible for loans.

Nearly 40 percent of all the borrowers are women. One woman, whose husband had died in the 1974 famine and who had wandered from village to village doing odd jobs to support herself and her two children, used her loans to set up a one-woman business peddling housewares. With her profits, she made a downpayment on a family home. Eventually she promised her daughter in marriage to the son of a respected local family and was elected leader of an organization of entrepreneurial women like herself.

Source: *The Ford Foundation Letter*, June 1, 1983.

Canadian Growth

Alberta is the fastest growing province in Canada, according to 1982 estimates of population recently released by Statistics Canada. Alberta has added 79,700 people since the 1981 census, for a total of 2.3 million and a growth rate of 3.5 percent. Other provinces grew about 1 percent or less.

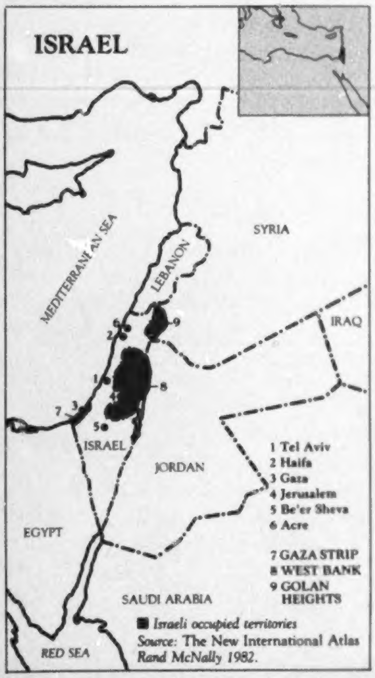
For more information on estimates, contact Rosemary Bender, Demography Division, Statistics Canada, Ottawa K1A 0T6, Canada; telephone (613) 995-2212. •

Country Profile

State of Israel

During its relatively brief period of existence, the 35-year-old sovereign State of Israel has witnessed social changes on a scale that few other nations have experienced in centuries. Its population has trebled — to four million in 1983. Its 10 percent average annual real growth in GNP during the country's first 25 years was among the highest in the world. Massive immigration produced a vivid cultural mosaic, and the initial ethno-religious mix was intensified after the 1967 occupation of the Gaza Strip and West Bank Territories, which today have a predominantly Moslem population of 1,286,000.*

Although Israel has not conducted a national census since 1972 (one is scheduled for this year), the Central Bureau of Statistics maintains a close account of its citizens via a sophisticated population registration system supplemented by periodic surveys of families, education, labor, and other subjects.



Source: The New International Atlas *Rand McNally 1982.*

The population growth rate averaged 2.3 percent annually during the late 1970s, with evidence of a slowing trend in the early years of the 1980s. Unlike many nations of the developing world, the government of Israel adheres to a pronatalist position, and encourages maximum family size. Nevertheless, the total fertility rate for Jews has fallen from 3.4 children in 1971 to 2.7 today.

Population concentration is a notable feature of Israeli society. While the concept of the kibbutz — a voluntary, egalitarian association of individuals living and working within a rural communal economic system — has received a great deal of international attention, only three percent of the population presently choose this lifestyle. Another four percent live in rural moshavim, collective villages which share some kibbutzim features, but whose living arrangements are based on the nuclear family.

At the other end of the spectrum, fully 87 percent of the population live in urban localities, defined as settlements with 10,000 or more inhabitants, but which also include certain settlements of fewer than 10,000 that exhibit a non-agricultural character. This urban percentage has risen only marginally since 1972. In some instances, official statistics distinguish between "veteran" and "new" urban localities, according to whether they became populated before or after the establishment of the State.

Regions and Cities

Approximately equal in size to the State of New Jersey, Israel proper consists of six administrative districts in three distinct geographic regions. A 12,000-kilometer array of good roads connects population centers and anchors the transportation network. Because of the short distances involved, motor transport overshadows the small rail system that serves the major cities. Population densities vary widely around the 192 person per square kilometer average, ranging from nearly 6,000 persons per square kilometer in the Tel Aviv District to only 34 in the Southern District.

More than one half of Israel's total land area is claimed by the Negev Desert, much of which is inhabited by nomadic Bedouins who represent 10 percent of the nation's Arabs. Beersheeba, the major city of the Negev region, has grown by nearly 30 percent since 1972, to its present size of more than 110,000.

Bordering the Mediterranean Sea is the fertile and densely populated Costal Plain, which contains two of the country's three largest cities. Haifa is Israel's most prominent port, handling 60 percent of all foreign trade. In the 10 years following the 1972 census, the Haifa subdistrict grew by 14 percent to its present size of 406,000. To the south, the Tel Aviv-Yafo District increased by 11 percent, and now supports in excess of one million residents. In conjunction with the nation's capital, Jerusalem, the metropolitan areas of these three cities accommodate almost one-half of all Israelis. It should be noted, however, that the most dramatic increases since 1972 have been registered in the "less urban" Northern, Central, and Southern Districts.

The Costal Plain continues southward into the Israeli-occupied Gaza Strip. After turbulent years and negative growth rates in the late

---

*The United Nations regards the Gaza Strip, West Bank, and Golan Heights areas as territories under Israeli occupation, and not as part of Israel. Throughout this profile, figures will refer to the State of Israel proper, unless otherwise noted.

1960s, the Gaza Strip grew at an average annual rate of 2.7 percent during the 1970s. The U.S. Census Bureau estimates a midyear 1983 population of 454,000, the majority of whom are Arab Moslems. Similar to Moslem Israelis, the Gaza population is unusually young, with 59 percent under the age of 20, and 49 percent of all males under age 15.

Inland from the Costal Plain is the Central Hills Region, which extends from the Negev Desert northward through Galilee to the internationally-disputed Golan Heights. This topographical region contains portions of five of the six administrative zones, including all of the Jerusalem District. Now 95 percent urban, the District has grown by 32 percent since the census year, and has much more than doubled its 1961 population. The capital itself is home to 9 out of 10 District residents, and is divided into a Western Jewish sector and an Eastern Moslem area. Jews constitute more than 70 percent of the city's total population.

The Central Hills also encompass much of the occupied West Bank, with a predominantly Moslem population growth rate of only one percent since 1975. As West Bank fertility is probably similar to that of Moslem Israelis, the low growth rate implies a substantial emigration of West Bank Arabs over the past seven or eight years.

Age Distribution

Israel's median age of 25 years reflects a youthful population (the U.S. median is 30 years). While 42 percent of all citizens are under the age of 20, there is a wide discrepancy between non-Jews and Jews in this regard (59 percent of non-Jews and 39 percent of Jews are under 20).

The population pyramid bulges somewhat in the 25 to 29 and 30 to 34 age groups, a reminder of the heavy immigration during the State's first 5 years of existence. Even though the national fertility level is falling, this age distribution is significant because fertility rates are highest among Israeli women 25 to 29 years of age. Some observers believe that the large number of women in the prime childbearing ages may produce an effect similar to that unfolding in the United States today, where the "coming of age" of the baby-boom generation is placing upward pressures on the birth rate. This possibility is enhanced by the fact that ever-greater numbers of young Israeli women have been entering the labor force, suggesting a delay in the timing of first or second births.

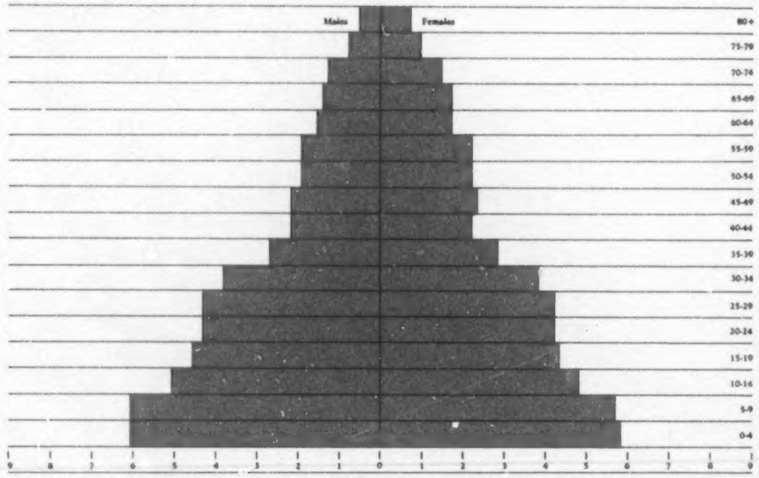
To date, however, no such trend is evident. The number of births has actually decreased from 99,000 in 1976 to 93,000 in 1981, translating into a decline in the birth rate (live births per 1,000 population) from 28 to 23.8. The rate of marriage per thousand people also declined from 8.3 to 7.6, reflecting changes in attitudes toward wedlock. Furthermore, absolute numbers of divorces are on the rise; among couples who marry in Israel, 10 percent divorce within 15 years. Combined with the national decline in total fertility, these factors operate against the likelihood of an upswing in future birth rates.

Ethnicity

Israel is one of only two modern nations — the other being Pakistan — which was founded as a homeland

Israel's Population by Age and Sex: 1982

(in percent)



Age	*Total*	*Males*	*Females*
All ages	3,977,900	1,986,700	1,991,200
0-4	467,800	240,300	227,500
5-9	461,900	236,800	225,100
10-14	392,400	201,500	190,900
15-19	344,300	177,000	167,300
20-24	332,500	169,000	163,500
25-29	335,400	168,000	165,400
30-34	302,900	151,300	151,600
35-39	214,800	106,400	108,200
40-44	169,200	83,300	85,900
45-49	171,400	83,200	88,200
50-54	158,500	74,900	83,600
55-59	160,200	73,400	86,800
60-64	127,600	61,900	65,700
65-69	122,700	56,000	66,700
70-74	104,800	50,400	54,400
75-79	63,800	30,800	33,000
80+	50,000	22,600	27,400

for a religious group. Nevertheless, cultural uniformity is not a trademark of Israeli society.

Prior to 1948, a large majority of Jewish immigrants came from European backgrounds. During the first three years of statehood, however, the bulk of the 750,000 new immigrants were Sephardic Jews arriving from North Africa and other areas of the Middle East. Unfamiliar with much of the Western institutional structure which had been implanted in the new state, Sephardim as a group became differentiated from European Jews in terms of lower economic and educational attainment as well as in manner and appearance. These socioeconomic differences are still much in evidence.

A second factor that undercuts social cohesion is religious orthodoxy. Approximately 35 percent of the Jewish population are strict adherents to Judaic law and tradition, while many other Jews see themselves as secularists who disdain the religious dictates of Orthodox practitioners. And today, the sabra (native born) generation adds a new dimension to the social fabric. While sabras obviously run the length of the religious and political gamut, they are generally characterized as less socialistic, more independent, and more nationalistic than their forebears. Whereas a quarter of Israeli Jews claim Europe or America as their birthplace, sabras now constitute 56 percent of the Jewish population. The remaining fifth were born in Africa or Asia.

Adding to the diversity is the fact that 17 percent of Israeli citizens are non-Jewish Arabs, a fifth of whom are Christian or Druze rather than Moslem. Arab residents, while technically able to avail themselves of the same political rights as Jews, are in fact segregated from the majority. They live mostly in their own communities, work primarily at manual labor, and remain subject to numerous civic constraints.

Immigration

Since statehood, immigration has been a cornerstone of Israeli nation-building. Between 1948 and 1973, some 1.5 million Jews took up new citizenship. Like the tidal wave of migration to the United States in the 1880s, the influx in the late 1940s was crucial to Israel's economic and territorial development. According to plan, incoming migrants were dispersed to rural and border development areas, although many gravitated to more established urban centers after a few years. Because male immigrants outnumbered females, Israel quickly joined the ranks of the few nations with a predominance of males.

During the period of low economic growth following the 1973 war, certain population features began to change. In 1975, sabras came to outnumber immigrants for the first time. And by 1979, immigration had slowed to the point where, for the first time since 1953 (when severe post-World War II austerity sent many European refugees home), the number of persons leaving Israel exceeded the number of entrants. A negative balance has persisted in the early 1980s and there are now more Israeli women than men. This excess out-migration, seen chiefly as a

Israel Labor Force, by Occupation and Percent Female in Occupations

	% of all Employed Persons in Branch			*1975*			*1981*		
Economic Branch	**1981**	**1975**	**1970**	**Females**	**Total**	**% Female**	**Females**	**Total**	**% Female**
Agriculture, Forestry, Fishing	6.1	6.4	8.8	16,744	71,385	23.5	15,779	78,086	20.2
Industry (Mining & Manufacturing)	23.4	24.8	24.3	59,332	275,648	21.5	65,902	299,543	22.0
Electricity, Water	1.1	1.0	1.2	1,820	11,550	15.8	1,392	14,081	9.9
Construction	6.2	8.1	8.3	3,276	90,102	3.6	4,177	79,366	5.3
Commerce, Restaurants, Hotels	12.0	12.3	13.0	48,048	137,120	35.0	53,836	153,612	35.0
Transport, Storage, Communication	6.7	7.3	7.5	10,920	80,530	13.6	16,708	85,767	19.5
Financing, Business Service	8.8	6.7	5.2	33,852	73,522	46.0	55,228	112,649	49.0
Public, Community Service	30.0	27.3	24.0	157,976	303,185	52.1	214,878	384,030	56.0
Personal, Other Service	5.8	6.1	7.7	31,668	67,596	46.8	36,200	74,246	48.8
Total (published)				364,000	1,112,600	32.7	464,100	1,280,100	36.3

Source: Central Bureau of Statistics, 1982, **Statistical Abstract of Israel 1982.** *Jerusalem, table 11/4. Columns may not sum to totals due to estimation procedure and/or rounding.*

District Population Distribution and Growth in Israel: 1961-1982

District	*1961*	*1972*	*1982*	*% change, 1972-1982*
Total Country	2,179,500	3,147,700	3,977,900	26.4
Jerusalem	191,900	347,400	457,100	31.6
Northern	337,100	473,300	626,600	32.4
Haifa	370,300	483,800	569,900	17.8
Central	407,000	579,700	807,400	39.3
Tel Aviv	699,300	907,200	1,004,000	10.7
Southern	173,900	354,200	485,700	37.1
Israeli *(residents in administered territories)*	—	2,100	27,200	1195.2

Source: *Central Bureau of Statistics, 1982*, Statistical Abstract of Israel 1982, *Jerusalem, table II/4.*

sabra reaction to inflation and government policies, is embarrassing to an administration which publicly encourages immigration.

The combination of recent Jewish emigration trends with high fertility rates and a youthful population among non-Jews in both Israel and the Territories leads some demographers to predict that by the year 2000, non-Jews will outnumber Jews within the present occupied borders. Such a reality would have profound implications even in Israel proper, and represents an increasingly important factor in the process of government decisionmaking.

Labor Force

Due to compulsory military service which begins at age 18 for male and female citizens and resident aliens (Muslims and Christians, but not Druze, are exempt), Israeli labor force statistics are not strictly comparable to those of other nations. Persons in the civilian labor force comprised 50 percent of the total population aged 14 and over in 1981, 64 percent of the males and 36 percent of the females. Age-specific participation rates for each sex rise after age 25, because by then military service has often been completed. These rates peak at 91 percent among men aged 35-44, and at 53 percent among women aged 25-34.

While equality between the sexes has always been official workplace doctrine, the principle has frequently been circumvented. However, the efforts of ex-Prime Minister Golda Meir were instrumental in reducing de facto discrimination, and in providing greater incentives for female labor force activity. The number of women in the work force increased by 30 percent from 1975 to 1981, compared to a male increase of 11 percent.

During its first 30 years, Israel transformed its predominantly agricultural economy into a diversified industrial base relying heavily on imports to compensate for a limited endowment of natural resources. Labor force expansion in this period outpaced even the tremendous population growth, with workers' ranks swelling by 400 percent. Today, industry's share of the total labor force is declining. Recent emphasis on research and development (notably in applied sciences) has increased the number of professional research workers from 9,400 in 1974 to an estimated 12,600 in 1980. At the same time, many service functions show marked growth. Public and community service is by far the largest economic branch, occupying 30 percent of all employed civilians. The tertiary sector as a whole accounts for 62 percent of Israeli workers. While the proportion engaged in agriculture has itself dropped by some 40 percent since the late 1960s, product diversification and mechanization have contributed to steady growth in output.

Rapid industrialization and pressing security needs have allowed the economy to maintain a high level of employment. Unemployment has averaged approximately 3 percent since the early 1970s, in spite of the fact that an estimated one-third of the work force of the Administered Territories has been attracted to Israel by relatively high wages and opportunities, especially in construction and industry. Recently, the unemployment rate has increased in response to government efforts to curb the rampant inflation which raged at 135 percent annually at the decade's outset.

Households

Average household size stood at 3.7 persons in 1981, higher than the U.S. mean of 2.7 but lower than those of other nations in the region. Single-person households constitute 14 percent of the 1,026,000 total. While average size has declined only slightly since 1960 (from 2.9), the

Household Possession of Consumer Goods in Israel: 1970-1981 (Percent Households Possessing)

	1970	*1977*	*1981*
Telephone	34.8	53.6	65.4
Air Conditioner	4.6	9.1	15.0
TV Set	49.7	87.8	90.9
Record Player	24.3	32.5	41.8
Tape Recorder	11.9	30.6	42.8
Camera	26.8	35.2	43.1
Private Car	15.4	27.4	33.5
Commercial Vehicle	5.0	4.8	5.4
Sewing Machine	37.7	40.7	42.7
Electric Vacuum Cleaner	20.5	31.6	36.8
Washing Machine	42.8	70.5	78.5
Electric Mixer	27.7	43.1	56.1
Refrigerator	88.9	96.8	98.6
Electric Range	34.5	19.9	19.8
Gas Range	85.8	42.4	30.6
Combined Electric-Gas System	5.0	54.2	69.0

Sources: *Central Bureau of Statistics, 1981*, Statistical Abstract of Israel 1981, *Jerusalem, table XI/29; 1982. Table XI/35.*

number of households has nearly doubled.

Reflecting the high degree of urbanization, only 111,000 households are situated in rural areas. These are almost exclusively occupant-owned, in many cases owned collectively. The average rural household size has declined significantly in recent years — from 4.4 persons in 1977 to 4.0 persons in 1981 — reportedly due in part to an increasing preference among younger kibbutzim residents for a nuclear family structure.

Homeowners outnumber renters 2.5 to 1 in urban areas, and their average residency period of 11.6 years in the same dwelling is almost two years longer than that of renters. Surprisingly, 57 percent of all single-person households are owner-occupied.

Israel has been described as a "land of apartment owners," and many bemoan the inflated prices of apartment housing. High selling prices and a concomitant lack of rental dwellings are often cited as primary contributors to the increasing emigration of young Israelis.

Occupant density is less than one person per room in 30 percent of Jewish households (excluding kibbutzim), and less than two persons per room in all but 13 percent. Jewish households have, on the average, 1.3 children residing in the home, a figure which excludes those in compulsory military service. Twelve percent of Jewish homes employ domestic help.

Health and Education

In return for a small fee added to membership dues, Jewish workers and their families are entitled to extensive medical care provided by Histadrut, Israel's General Federation of Labor. Nonunion workers and Arab citizens may also enroll in this program, which now covers about 70 percent of the total population. In addition, a system of voluntary and charitable health care organizations is well established throughout the country. Israelis enjoy the highest physician/patient ratio in the world.

Infant mortality has fallen steadily since the nation's inception, to a 1981 level of 15 deaths per 1,000 live births, the lowest rate in the Mid-East region. Rates among non-Jews are roughly twice as high as those for Jews, as has been the pattern since 1949.

Jewish females born in 1980 could expect to reach age 76, outliving their average male counterpart by nearly four years. Life expectancies at birth for non-Jews are three years lower for each sex.

Education, whether through national or religious schools, is free and compulsory between the ages of 5 and 15 years. In 1979, high school instruction also became free of charge, and any youth 18 or under who has not completed schooling must attend special classes. Consequently, enrollment ratios approach 100 percent for the Jewish population aged 6 to 13, and 80 percent for those aged 14 to 17. Pupils in educational institutions totalled 1.3 million in 1981/1982, meaning that 32 percent of the entire population was engaged in some type of formal education.

Traditionally, Israel has stressed vocational education as the tool needed to convert immigrants and their offspring into farmers and industrial workers. More recently, emphasis has fallen on teaching and higher education. Literacy, the ability to both read and write, exceeds 90 percent. Israelis, said to be among the world's most avid newspaper readers, publish 28 daily papers (13 in Hebrew, 4 in Arabic, and 11 others), and rank second in the world in books published per capita.

Income and Consumption

Despite persistently severe rates of inflation — 135 percent in 1980; 103 percent in 1981; 132 percent in 1982 — real incomes have typically risen in recent years. Inflation tends to hurt institutions and the nation as a whole more than it harms individuals, since salaries and wages are linked to the cost of living. The average salary of wage earners in 1980 was 21 percent higher in real terms than in 1975, with provisional figures indicating a further net rise in 1981. The non-wage portion of income (from sources such as pensions, property, dividends and relief) more than doubled during the 1970 decade, reaching 9.6 percent of average urban family income in 1981.

Thirty-nine percent of households (excluding kibbutzim) in 1980 had two or more wage earners, while 40 percent had only one earner and 20 percent had none. Among households with children under the age of 17, nearly half had at least two wage earners.

The predominantly urban population is the usual focus of income and family expenditure surveys. From 1976 to 1981, when the most recent survey on income was compiled, a trend toward increasing inequality appeared in the distribution of gross incomes among urban employee households. The share of the two highest deciles was 39.7 percent in 1981, compared with 36.8 percent in 1976, whereas the share of the two lowest deciles fell from 8.3 percent to 6.7 percent. At the same time, the distribution of disposable income is less skewed; while a quarter of all household income was consumed by obligatory payments such as taxes and national insurance contributions, these payments represent a third of the gross income of top-decile households, as opposed to 7 percent of lowest-decile gross income.

In the typical urban household, more than 90 percent of income remaining after obligatory payments becomes consumption expenditure. Housing and household maintenance represent the largest segment of such expenditure (30 percent), with the food basket accounting for another quarter. Nearly 15 percent is budgeted for household equipment and personal apparel, while 10 percent goes to education and entertainment.

Sources

The Central Bureau of Statistics publishes a *Monthly Bulletin of Statistics* which presents continually updated vital registration figures and official estimates of population and migration, in addition to various industrial and socioeconomic indices. A companion volume for territories under Israeli administration is issued quarterly. Yearly figures are summarized and analyzed in the annual *Statistical Abstract* series, and results of specific surveys are often released under separate cover. Subscription and publications are available from the Government Publishing House, 25 David Elazar Street, Hakirya, Tel Aviv; telephone 216437.

The Center for International Research, U.S. Bureau of the Census, is presently undertaking an in-depth study of Israeli data as part of its work toward the construction of a computerized international data base. The investigation will cover a wide range of demographic and socioeconomic variables, with emphasis on longitudinal change. Information regarding the data base and Israeli demographics in general may be obtained from analyst Michael Roof, telephone (301) 763-2834.

Several other U.S. government agencies keep abreast of Israeli statistics. The Labor Department's Bureau of International Labor Affairs maintains files on worker activities in Israel, and receives periodic updates from a number of sources both here and abroad. Information is handled by Harold Davey, telephone (202) 523-6257.

The International Trade Administration, U.S. Department of Commerce, provides assistance to U.S. exporters, and produces a variety of marketing reports, policy statements, and briefing papers. Their Overseas Business Report, *Marketing in Israel* (OBR 80-24), dated July 1980, is available from any Department of Commerce district office for $1.25. A revised country report, *Israel*, is being prepared in the series "Foreign Economic Trends and Their Implications for the United States." Kathleen Keim, telephone (202) 377-4652, is the author of these reports.

Current data on economic and social trends are also available from the Department of State, Office of Egypt/Israel Affairs. The Economic Officer for Israel is Laura Peters, telephone (202) 632-3672.

A detailed synopsis of Israel society is contained in the American University's *Israel — A Country Study*. This 1979 publication, originally issued in 1970, has been modified and enlarged by a multidisciplinary team of social scientists, and presents an integrated picture of historic and modern dynamics. Copies are for sale by the Superintendent of Documents, U.S. Government Printing Office, Washington, DC 20402 (414 pp., Stock Number 080-020-00790-1). •

—Kevin Kinsella

The author is an analyst in the Center for International Research, at the U.S. Census Bureau, specializing in Women in Development and Mid-Eastern Countries.

Publications

Peoples and Cultures of the Middle East by Daniel Bates and Amal Rassam, 1983, Englewood Cliffs, NJ: Prentice-Hall, Inc., 283 pp., $14.95/paper.

The Middle East as defined by Bates and Rassam includes Egypt, Israel, Lebanon, Syria, Jordan, Iraq, Saudi Arabia, the two Yemens, Bahrain, Qatar, Oman, the United Arab Emirates, Kuwait, Iran and Turkey. The discussions in this book are not on a country-by-country basis, but rather focus on what the authors call "generalizable problems, patterns, and cultural processes."

Included are chapters on Islam, communal identities and ethnic groups, cities and urban life, kinship, marriage and family, women, and political and social leadership.

In Middle East cities, the authors say, for example, that the traditional pattern of settling near the man's family has broken down because of the scarcity of housing.

"In Cairo, middle-and working-class households locate wherever they are lucky enough to find accommodations. Entire communities are built up around factories. In Baghdad, as in other major cities, the government has sponsored the development of neighborhoods based on occupational groups. For example, officers, engineers, high school teachers, and so on are entitled to house sites or apartments at special rates. In every country we see emergence of new neighborhoods that are fairly homogeneous in terms of occupation and class. The increasing mobility of nuclear households and the resulting instability of newer neighborhoods have resulted in a decline in the importance of the social role of the neighbor."

This book will provide the reader with a general overview of the culture of the Mideast but is not as apt to answer questions about customs or practices in a particular country. Nonetheless it may be useful in considering the region as a potential market.

Population Policies for a New Economic Era by Lester R. Brown, 1983, Washington, DC: The Worldwatch Institute, 45 pp., $2.00. Order from Population Reference Bureau, P. O. Box 35012, Washington, DC 20013.

Countries that do not halt their rapid population growth will find their incomes falling in the future, according to this analysis by Lester R. Brown. He reviews the economic situation and explores how depletion of global resources and rapid population growth have contributed to a shift to slower long-term economic growth.

Development Perspectives and Population Change by Ozzie G. Simmons, 1983, Honolulu, Hawaii: East-West Population Institute, 32 pp., Annual subscription rate for 8 papers, $12.00. Order from East-West Population Institute, East-West Center, 1777 East-West Road, Honolulu, Hawaii 96848.

This paper reviews the relationship between development and population and comments on the need to incorporate population factors into national economic and social development planning. The reduction of poverty and fertility go hand in hand according to the literature reviewed by Ozzie G. Simmons. Social and economic changes that will address both sets of problems are suggested.

New Marketing Reports

Two new Overseas Business Reports are available from the U.S. Department of Commerce. Both *Marketing in Nigeria* (OBR 83-03) and *Market Profile for South Pacific Islands* (OBR 83-02) are updates from the 1979 reports.

Order from Publications Distribution, Room 1617, U.S. Department of Commerce, Washington, DC 20230. •

Sources

Foreign Area Studies

If you need to know how many ethnic groups coexist in Chile, the number of languages spoken or the nature of social, economic, and political conditions and problems there, a country study by Foreign Area Studies may help.

Since 1969, the Foreign Area Studies program of The American University has published over 100 books presenting a multidimensional portrait of individual countries. The 300-to-800 page volumes are organized around five chapters that integrate the society, history, government, economy, and national security of each country. The director of the program, William Evans-Smith, says the books are aimed at "the intelligent non-specialist."

Foreign Area Studies began in the 1950s as the Washington, D.C. office of the New Haven-based Human Relations/Area Files, under contract to the Department of the U.S. Army. The Army, increasingly involved with economic and military assistance to foreign countries, wanted concise summaries of the cultures with which they would be dealing. The work was initially intended for distribution only within the federal government. The first reports contained classified information and circulated in mimeographed form to about 400 offices. In 1963, the studies were published in bound format and unclassified volumes were made available to the public through the Superintendent of Documents at the U.S. Government Printing Office.

By 1968, the preparation and inclusion of classified information was terminated and studies were made public as hardcover books. More than one million copies of the books have been published since then.

In 1976, the books were called *Country Studies* and the standard 5-chapter format was adopted. (China is an exception with 14 chapters.)

The first chapter provides the historical setting. The second covers the society and its physical environment. It is in this second chapter that much of the demographic data are found. The third chapter gives an overview of the economy; the fourth explores government and politics and the fifth chapter focuses on national security. Although the books do not stress demographic data, statistics on population and other matters are incorporated throughout the chapters.

All volumes contain bibliographies, glossaries, and indexes to help users find the information they want.

Each country study is prepared by a team of advanced degree professionals composed of an anthropologist, an historian, a military scientist, a political scientist, and an economist. All staff members have extensive field experience in their area and are fluent in at least one foreign language. The *Studies* are based on material synthesized from secondary sources rather than original fieldwork. Although the manuscripts are prepared in five months, the complete publication cycle can take up to two years. The final draft is circulated for external review to the Department of State, the Army, and subject matter specialists.

The title page of every book gives the month and year in which the research was completed. Users should be aware that while the studies give a good overview of the political, economic, and cultural climate, actual statistics may have to be updated before they are used for planning purposes.

The order in which new editions are written depends on how out-of-date the current report is and the strategic importance of the country. The program's goal is to completely rewrite each study every seven years, but the current budget permits fewer than half to be redone. Although the Army is the source of funds for the program, Foreign Area Studies will accept non-government financing for a new edition of a specific country study.

An order form for *Country Studies/Area Handbooks* can be obtained from Foreign Area Studies, The American University, 5010 Wisconsin Ave. N.W., Washington, DC 20016. Publications range in price from $9.50 to $17 and can be ordered only from the Superintendent of Documents, U.S. Government Printing Office, Washington, DC 20402. Microfiche copies can be ordered from the National Technical Information Service, 5285 Port Royal Road, Springfield, VA 22161. More than 1,000 federal depository libraries receive FAS country studies as they are released. •

—Daphne Spain

Country Studies Published Since 1980

Country	*Year of Publication*
China	1981
Cyprus	1980
Czechoslovakia	1982
Ethiopia	1981
East Germany	1982
Jordan	1980
Korea, North	1982
Korea, South	1982
Nigeria	1982
Panama	1981
Peru	1981
Somalia	1982
South Africa	1982
Thailand	1981
Turkey	1980
Yugoslavia	1982

Scheduled for 1983:

Brazil
Burma
Chile
Egypt
Indian Ocean Countries
Indonesia
Japan
Nicaragua
Poland
Sudan
West Germany
Zimbabwe

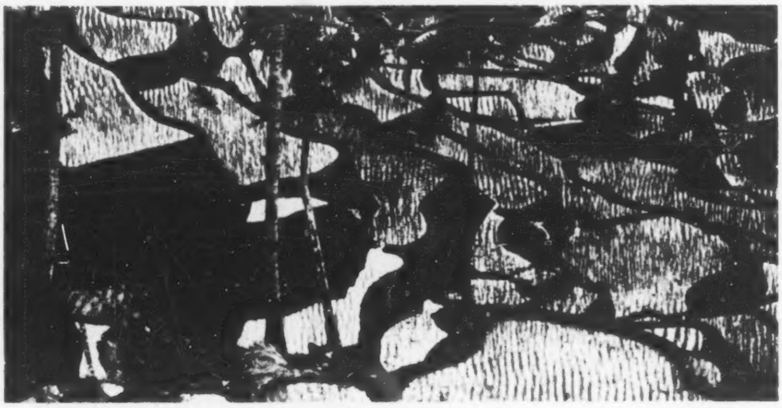
Jobs Available

The U.S. Census Bureau's Center for International Research expects to hire two or three demographers and may hire two economists when the new federal fiscal year begins October 1. Candidates do not need a Ph.D. or even a Master's degree but should have some training in statistics and demographic analysis. Resumes or Federal 171 forms may be submitted directly to Center for International Research, U.S. Census Bureau, Washington, DC 20023.

9/2/83
C0200-1 A

INTERNATIONAL DEMOGRAPHICS™

Vol. 2, No. 9 September 1983



Paul Harrison

A rice farmer works in a carefully constructed terrace. High intensity agriculture and soil conservation are needed if many developing countries are to feed future populations from their own land.

Food for Thought

More than half the developing countries may be unable to feed their populations from their own land by the year 2000. This is the conclusion of a new United Nations survey that looks at the food producing capacity of land in the Third World. The survey is highlighted in the 1983 State of World Population report released by the United Nations Fund for Population Activities.

Using subsistence agriculture, and with only their own territory as a source of food, there will be 65 countries unable to feed their populations by the turn of the century, according to the survey carried out by the Food and Agriculture Organization.

Africa will be one of the hardest hit areas, with 31 of its 51 nations unable to produce enough food. But even more intense problems are likely to arise in South West Asia where only one of the 16 countries in the region will be able to feed itself using any but the most advanced farming methods.

The study has implications for U.S. agri-business and its approach to sharing and adapting new developments in technology with foreign farmers.

This is the first thorough scientific study of its kind designed to gauge approximately how many people the land in developing countries can feed, according to Paul Harrison, an FAO consultant. A mass of information based on detailed maps of soils and climate in 117 developing countries has been fed into a complex computer program, Harrison said.

The research team looked at the food crop which gave the highest yield of calories in each place and they assessed the potential yield at three intensities of farming: low, intermediate, or high, depending on the use of such farming aids as fertilizers, pesticides, new seeds, and soil conservation methods.

Low levels correspond to peasant farmers growing food for their own daily needs. Intermediate levels are similar to those used by medium-sized farmers who sell some produce and make an effort to increase yield. High levels could be compared to those used by North American farmers today.

Most farmers in developing countries are somewhere between the low and intermediate levels, Harrison said.

At the low levels, the land in 65 countries would be unable to feed its anticipated year 2000 population. More than half of these countries could not manage even if they raised their farming methods to the intermediate level. And there are 19 countries whose food shortages

continued

Inside

Foreign Advertising Needs Market-by-Market Study 3
Hong Kong: Where Making Money is Business 4
Publications 10
Sources: Economic Commission for Western Asia 12

COUNTRY PROFILE: HONG KONG

would remain critical even with optimal farming methods.

Even this pessimistic conclusion is based on the assumption that the entire cultivatable area would be used for growing food crops. No allowance is made for non-food crops such as coffee, cotton, sisal, or even firewood, Harrison said.

Enough food is grown to feed everyone in the world today, according to Harrison. "The problem is that the people are not always in places where food can be made available," he said. "Food does not flow easily across frontiers unless the recipient country has the money to pay for it — and there is a suitable storage and distribution system. This is why there can be a butter mountain in Europe, a grain surplus in the United States and a famine in Africa simultaneously."

Even in countries that can feed their populations, people must have access to the land or have the income to buy food, or they will go hungry regardless of the amount of food in the country, Harrison explained.

"Those countries which will have difficulty feeding their population from their own land will have to improve their levels of farming as much as possible," Harrison said. "Some are lucky with mineral resources or industry that can generate the national income with which to import food. That gives them a breathing space but leaves them in an exposed and dependent position. But all would benefit from policies that would reduce their fertility and stabilize their populations as soon as possible." •

Around the World

Article Disputes Reports of Health Care Decline In USSR

Indictments of Soviet health care brought on by reportedly rising rates of infant mortality are unwarranted, according to an article in the June issue of *Population and Development Review*, a quarterly journal of the Population Council.

The authors, Ellen Jones and Fred W. Grupp, contend that the apparent rise in the infant mortality rate in the Soviet Union is largely caused by the simultaneous improvement in reporting in the Soviet Muslim republics in the southern tier, and the leveling out of the historical decline in infant mortality in the European republics.

According to Soviet reports, the infant mortality rate rose between 1971 and 1975 from 23 to 31 infant deaths per thousand live births. (The U.S. rates in the same years were 19 and 16.) Articles in the popular press interpreted this increase as a sign that Soviet health care is deteriorating.

Jones and Grupp point out, however, that in the early 1970s the Soviet Union increased its efforts to improve health care management by placing responsibility for registration at the national level, rather than at the republic level, where it had been since the mid-1950s, and by introducing computerized record-keeping techniques.

At the same time, progress was made in providing systematic medical assistance to pregnant women, newborns, and infants in the Muslim southern tier, where health conditions have lagged behind those in the areas populated mainly by people of European descent.

Jones and Grupp conclude that real infant mortality rates continued to decline in the Muslim republics throughout the 1970s and that there was only a modest increase in infant mortality in the European republics in the 1970s due to the effects of previous abortions, environmental pollution, and changes in eating, drinking, and smoking habits of pregnant women. They suggest, however, that this increase stabilized and reverted itself by the mid to late 1970s.

A subscription to *Population and Development Review* costs $14.00 from Office of Communications, The Population Council, One Dag Hammarskjold Plaza, New York, NY 10017.

German High School Adds Japanese Course

A boarding school in West Germany is the first to offer Japanese to high school students. The school, in Weierhof, allows students to study Japanese as a third language, after French and English.

The principal said he decided on adding Japanese last spring after a news item that reported that 20,000 Japanese speak German, but only 150 Germans have some fluency in Japanese.

The business applications for a country like West Germany are obvious. One German company donated a Japanese typewriter to the school, which in the meantime has 20 students enrolled in the new course. Next on the agenda are plans to construct a teahouse in which students will practice the traditional tea ceremony, an exercise designed to help them understand the foreign culture.

Free for the Asking

Having no luck trying to find demographic data for a special project? Subscribers to International Demographics can call Sam Fridman or Doris Walsh for help in finding international demographic data. The data you are looking for may even be in the research library. It is a free service for all International Demographics subscribers. Just call us in Ithaca, New York at (607) 273-6343 between 8:30 a.m. and 5 p.m. EST.

continued on p. 9

INTERNATIONAL
DEMOGRAPHICS

Publisher: Peter Francese
Executive Editor: Bryant Robey
Editor: Doris Walsh
Managing Editor: Caroline Eckstrom
Research Director: Cheryl Russell
Art Director: Carol Terrizzi

International Demographics (ISSN 0731-5414) is published monthly by American Demographics, Inc., P.O. Box 68, Ithaca, N.Y. 14851. Telephone (607) 273-6343. © 1983 by American Demographics, Inc. All rights reserved
Subscription rate $148 a year.

Managing a Firm's Advertising Research Needs

The following article is excerpted and adapted from Management of International Advertising, *a new book by Dean M. Peebles of Goodyear International, and John K. Ryans, Jr. of Kent State University. Due to be published this month, the 320-page book is the only original text written on the subject, according to the authors.*

A frequent complaint of international advertisers, particularly smaller firms, is that they cannot afford sophisticated research. But there are both sophisticated and opportunistic approaches to obtaining research insight.

Let us look at one or two ways that a firm can fulfill minimal research needs — the characteristics of the target market, monitoring of their image and relative level of awareness, some form of concept testing, and some follow-up research to determine if the advertising objectives were achieved.

Target Market

Generally, the international marketing division will develop data on the target market, and this information should be available to the international advertising manager for use by the advertising agency(ies) or in-house planners or creative staff. In the case of consumer products, these target market data could range in sophistication from consumer demographics to psychographic profiles, while with industrial products the potential industry categories could be described or specifics about the appropriate level of buying decision makers could be provided.

If formal target market data are unavailable, the international advertising manager may need to turn to the company's sales force (or to distributors for certain consumer products) for information. While the data would be "second hand," they would offer some guidance. Finally, considerable data are often available in the company's sales records, a point too often ignored.

Monitoring Image

The availability of omnibus studies has greatly reduced the problems many firms have had in attempting to adequately track changes in their image and relative level of awareness compared with the competition. The omnibus study brings economies of scale to research, for example, by allowing a number of firms to participate in the same ongoing research and thus to drastically reduce costs. A multinational corporation can include two or three questions in an omnibus study rather than having to do a whole project itself. This approach is particularly useful in tracking the firm's level of awareness or image in numerous markets; if a company notes a significant change between time periods in some markets, it can then conduct more extensive research in the problem area to get at the cause.

Where firms prefer to conduct their own research, it is vital to obtain readily comparable data.

Concept Testing

The use of focus groups in concept testing is growing rapidly. While some researchers still shy away from any technique that does not employ random sampling procedures, it should be stressed that, conducted properly a focus group provides considerable insight quickly and at a relatively low cost. What is essential, of course, is to select focus group participants that approximate the target audience as closely as possible.

Perhaps the biggest plus of the focus group, however, is the interchange between the participants. Other techniques such as mail or telephone surveys or personal interviews with respondents selected from the target audience can also provide helpful information for concept testing.

Similarly, focus groups or panels can be employed in pretesting campaigns or advertisements. International trade shows often provide excellent forums for testing concepts and advertisements and even for holding focus groups. Certainly a food manufacturer or equipment supplier could find all the potential focus group participants it needs at the Hamburg Food Fair, for example.

Post-research

The type of post-advertising/campaign research depends on the objective. If, for example, it is designed to provide sales leads via requests for information from response cards or inquiries, then a predetermined level of response may provide an adequate measure.

On the other hand, if a change in image or awareness is desired, a follow-up study similar to earlier research is necessary. Here, changes identified by the tracking research would be sufficient.

Finally, comparable research is needed in each market where the advertising is to appear. Many advertisers often try to cross borders with their findings; for example, to consider an Italian concept test to be valid for Europe. This is highly risky and especially is not recommended for consumer research. More firms have been successful in generalizing across borders in the old Benelux area than elsewhere in Europe, but the international advertising manager should try to avoid such tempting shortcuts.

Managing Research

We recommend that much of a firm's international advertising research be centralized in the home of-

continued on p. 9

Country Profile

Hong Kong

Hong Kong's business is making money. A traditional New Year greeting is "Happy New Year, and may you make a fortune." That wish is partially aided by a flat tax of 15 percent on personal income and a tax ceiling of 16.5 percent for corporations. Living standards and personal wealth in Hong Kong have risen sharply in the last decade: between 1971 and 1981, per capita income more than doubled.

Future growth depends on negotiations between Great Britain and China, however. Great Britain's 99-year lease on Hong Kong's New Territories (90 percent of the crown colony's land) expires in 1997. If China reasserts its sovereignty, the capitalist nature of Hong Kong's economy will be in doubt. Uncertainty about its future is affecting business internationally. Informed sources think China will try to maintain Hong Kong in its present form because the colony provides one-third of Peking's foreign-exchange earnings — 20 percent of Hong Kong's imports came from China in 1980. Nevertheless, some observers detect a jittery investment climate already affected by rumors of what will happen in 15 years.

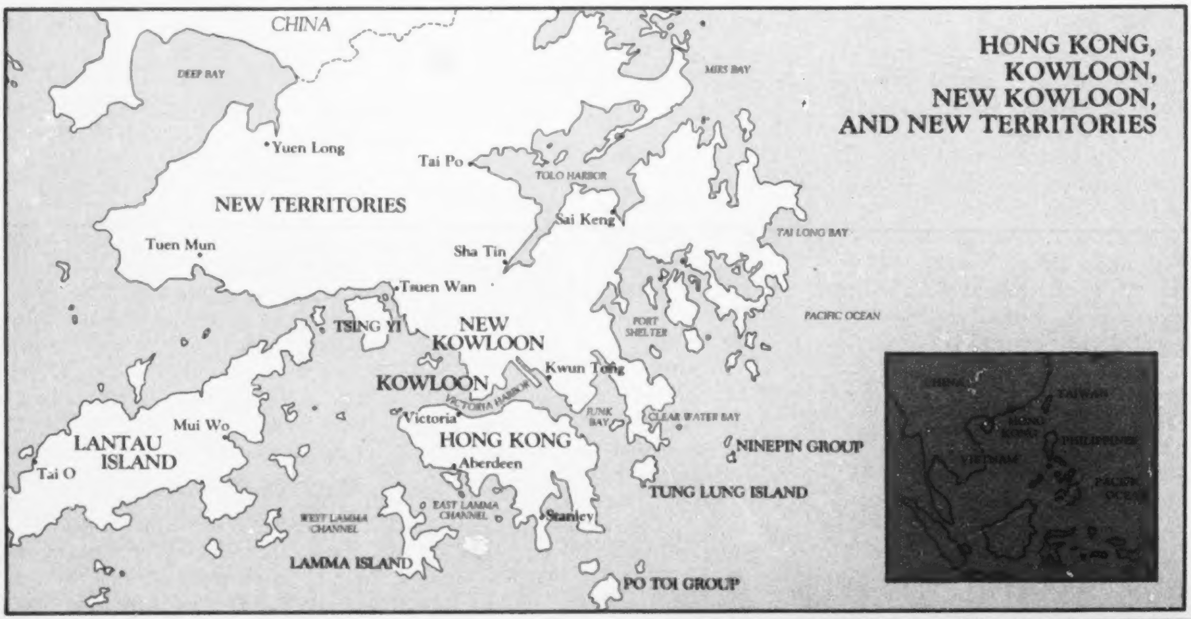
Population Growth

Hong Kong's resident population at the time of the 1981 census was 4,986,560 persons. If people temporarily living abroad were added, the total would be 5.1 million. The Census and Statistics Department of Hong Kong uses the population actually present on census night as the total population.

The average annual population growth rate was 2.8 percent a year between 1976 and 1981. Despite falling fertility, this growth rate was higher than in previous years due to a large influx of immigrants at the end of the 1970s. Nearly 400,000 Chinese immigrants (both legal and illegal) entered the country between 1978 and 1981. Hong Kong also received more than 50,000 Vietnamese boat people in 1979.

Because of the sporadic nature of immigration, the growth rate fluctuates. Between 1971 and 1977, for example, it averaged 1.9 percent per year, while in 1978, 1979, and 1980, it was 3.4 percent, 6.3 percent, and 2.6 percent per year, respectively. In all previous census years, natural increase was the largest component of population growth, accounting for 63 to 87 percent of growth. But from 1976 to 1981, natural increase accounted for only 42 percent of population growth, and net migration was at an all-time high.

Although legal immigrants are demographically similar to Hong Kong's resident populations, illegal immigrants tend to be younger and predominantly male. Thus, one effect of illegal immigration has been to aggravate an already imbalanced sex ratio. Demographers predict that the surplus of males of marriageable age will soon create a "marriage squeeze" of more eligible men than women. The rapid influx of immigrants has also placed additional burdens on housing, education, and health and welfare services. The government has recently passed leg-


HONG KONG, KOWLOON, NEW KOWLOON, AND NEW TERRITORIES
CHINA
DEEP BAY
MIRS BAY
Yuen Long
Tai Po
TOLO HARBOR
NEW TERRITORIES
Sai Keng
TAI LONG BAY
Tuen Mun
Sha Tin
Tsuen Wan
TSING YI
NEW KOWLOON
PORT SHELTER
PACIFIC OCEAN
Kwun Tong
KOWLOON
VICTORIA HARBOR
Victoria
JUNK BAY
CLEAR WATER BAY
Mui Wo
HONG KONG
NINEPIN GROUP
LANTAU ISLAND
Tai O
Aberdeen
TUNG LUNG ISLAND
WEST LAMMA CHANNEL
EAST LAMMA CHANNEL
Stanley
LAMMA ISLAND
PO TOI GROUP
CHINA
TAIWAN
HONG KONG
PHILIPPINES
VIETNAM
PACIFIC OCEAN

BEST AVAILABLE COPY

islation to control the level of illegal immigration.

Based on an assumed 44,000 immigrants per year in the future, the Hong Kong Census and Statistics Department projects a population of 6.2 million people in 1991 and 7.1 million by 2001. These projections are also based on expectations of continued low fertility. The total fertility rate, or average number of children per woman in 1981, was 2.3, just above replacement level. Three factors contribute to this low rate — later marriages, fewer women in their childbearing years, and preferences for fewer children.

Hong Kong's baby boom generation of the 1950s and 1960s is reaching childbearing age, and the birth rate is expected to increase somewhat by 1990. The government is trying to counter the anticipated increase by encouraging family planning. Traditional roles for women are fading, and as more opportunities in education and the work force open to women, smaller families are expected.

The death rate in Hong Kong has remained at about 5 deaths per 1,000 population for the last 10 years. Hong Kong shares with Singapore and Taiwan the lowest death rates in Asia.

Regions and Cities

The popular image of Hong Kong as a densely settled island is only partially correct. Hong Kong Island constitutes just 7 percent of the country's total land area. Although the island's density is 15,000 persons per square kilometer, there are more crowded places on the mainland in Kowloon and New Kowloon. The census district of Sham Shui Po (in New Kowloon) housed 165,000 people per square kilometer in 1981 while Mong Kok and Hung Hom in Kowloon registered 161,000 and 120,000 persons per square kilometer. Density for the entire country is about 5,000 persons per square kilometer, and Hong Kong is considered 92 percent urban.

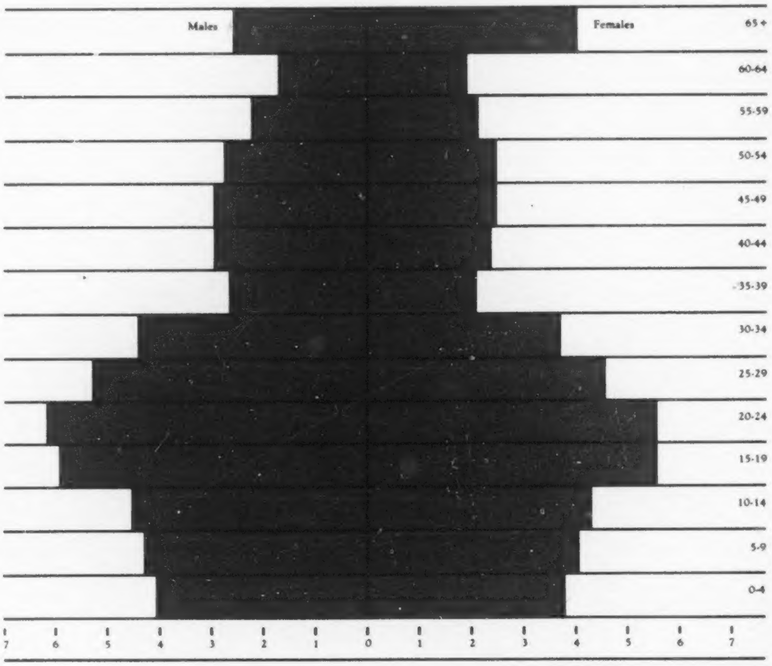
The country is commonly divided into four main areas: Hong Kong Island, Kowloon, New Kowloon, and the New Territories. "Marine" is a separate category which includes the waters adjoining the mainland and islands up to international boundaries. In 1981, about one-quarter of the population lived on Hong Kong Island. Sixteen percent lived in Kowloon, about one-third in New Kowloon, and another one-quarter in the New Territories. Only 1 percent of the population was classified as "marine".

In the 1981 census, the New Territories were divided into 13 census districts and the islands. New towns in the New Territories are considered separate districts. New towns are being developed to alleviate crowding in the largest urban areas. Goals of the New Town program include improving living conditions for the citizens and attracting industry to new areas. They are meant to be self-contained communities, providing housing, schools, jobs, shopping, and recreation. Six new towns currently exist in the New Territories and a seventh is planned.

The largest new towns in 1981 were Tsuen Wan New Town (599,000 people) and Sha Tin New Town (109,000). The other four ranged in size from 40,000 (Tai Po New Town) to 90,000 (Tuen Mun New Town). The most densely settled new town is one of the smallest: Yuen Long New Town has only 51,000 resi-

Population of Hong Kong by Age and Sex: 1981

(in percent)



	Total	*Male*	*Female*
All Ages	4,986,560	2,604,168	2,382,392
0-4	388,683	202,950	185,733
5-9	408,890	212,353	196,537
10-14	439,934	227,062	212,872
15-19	563,925	292,604	271,321
20-24	583,832	307,600	276,232
25-29	483,126	258,905	224,221
30-34	399,069	219,253	179,816
35-39	232,878	132,307	100,571
40-44	250,509	140,808	109,701
45-49	260,548	141,225	119,323
50-54	256,118	136,307	119,811
55-59	212,030	109,476	102,554
60-64	180,209	90,725	89,484
65+	326,809	132,593	194,216

dents, but a density of 32,000 persons per square kilometer.

With government encouragement, the population is slowly shifting away from Hong Kong Island and into the New Territories and new towns. Between 1961 and 1981, the share of the total population living on Hong Kong Island decreased from 32 to 24 percent, while that in New Territories increased from 13 to 26 percent. The proportion of the population living in new towns almost doubled between 1971 and 1981, from 10 percent to 19 percent. The annual average growth rate for new towns was 9 percent in the last decade, compared with 1.3 percent for Hong Kong Island, Kowloon, and New Kowloon.

The 1981 census provides statistics for still smaller areas than districts. Detailed statistics contained in the "Tertiary Planning Unit Tabulations" volumes are useful for business in making site location decisions. Somewhat less detail is available in volumes entitled, "Street Block/Village Cluster Tabulations." Data from these small areas are already being released from the 1981 census, making Hong Kong the producer of some of the most timely small-area data in the world.

Ethnicity and Religion

About 98 percent of Hong Kong's population is Chinese, as determined by language and place of origin. For the Chinese, place of origin refers to their "Heung Ha", or the part of China from which their families originally came. The majority of Chinese in Hong Kong originated from Guangdong Province which is adjacent to the New Territories. Most of the 57 percent of the population born in Hong Kong also originated from Guangdong.

In 1980, there were 132,000 non-Hong Kong residents, of whom 22,000 were British, 14,000 Indian, 12,000 Filipino and 11,000 American.

About 90 percent of the population speaks Cantonese. While different Chinese dialects coexist in Hong Kong, most share the same written form. Official government business is conducted in both Chinese and English. Census data are all available in English.

Buddhism and Taoism are the two main religions. There are only about a half million Christians. Religion is such an integral part of Hong Kong life that nearly every household has an ancestral shrine. With many religious services taking place at home, temples are most often the site of festivals and traditional rites associated with birth, death, and marriage.

Age Distribution

Hong Kong's population is aging rapidly as a result of low fertility and low mortality. In 1981, 6.6 percent of the population was aged 65 and over compared with only 2.8 percent in 1961. Hong Kong still has a younger population than the United States, however. The proportion of Hong Kong residents under age 15 has almost halved since 1961 (from 41 percent to 25 percent) and is now close to that in the U.S.

In 1980, median age in Hong Kong was 25.3 years versus 30 years in the United States. Expectation of life at birth was 72 years for males and 78 years for females in 1980, slightly higher than life expectancy in the U.S. in part because infant mortality is lower in Hong Kong than in the United States.

Projections are that 10 to 11 percent of Hong Kong's population will be aged 65 and over by 2001, depending on future immigration trends. Projections are that the population under age 15 will be about 21 percent by 2001. These figures suggest that greater dependency by the elderly will be offset by a shrinking younger population. In fact, Hong Kong's dependency ratio declined from 774 people under age 15 and over age 64 per 1000 people of working age in 1961 to 457 in 1981, due to smaller proportions of younger persons. The share of the population aged 15 to 64 (i.e. those potentially in the labor force) has grown from 56 percent in 1961 to 69 percent in 1981.

Households and Families

A household in Hong Kong refers to persons sleeping under the same roof and eating together; a family consists of two or more persons related by kinship, marriage, or adoption. The two terms are conceptually different, but in many cases a family also constitutes a household.

There are two broad categories of households: "collective" and "domestic," which correspond roughly to our "group living quarters" and "private households." A person living alone who prepares his or her own meals is also considered a domestic household.

In 1981, there were 1.2 million domestic households containing 4.9 million people, or about 98 percent of the population.

The one-person household is not as common in Hong Kong as in the Western world. In 1981, 15 percent of all Hong Kong households consisted of one person, compared with 23 percent in the United States. The most common type of household is one-family, which constituted 54 percent of all households in 1981. Extended families make up 22 percent of households.

Just as in the U.S., the number of households has grown while average household size has declined — from 4.5 persons per household in 1971 to 3.9 persons in 1981. Households with 6 or more people declined from 35 to 23 percent of all households in the last decade. Those with 2 to 5 people have grown most rapidly, reflecting a move toward single family households with a small number of children. Projections are that the number of households will increase to 2.3 million and that average household size will decline to 3 by 2001.

About 55 percent of Hong Kong's population aged 15 and older was married in 1981. Some 38 percent were never married, 6 percent were widowed, and less than 1 percent divorced. Median age at first marriage was 24 years for women and 27 for men in 1982.

Housing

Given its high population density, housing is an ever-present issue in Hong Kong. Intermittent waves of immigrants and refugees complicate the situation. The Hong Kong Housing Authority was established in 1973 to deal with demands for adequate shelter, and there has been a massive building effort over the last decade. Estimates are that, in 1980, one flat was built every 7.5

minutes of a 12 hour working day, 365 days a year. Today nearly 2 million people or 40 percent of the population live in some form of public or subsidized housing.

There were a total of 1.06 million occupied living quarters in 1981, up from 655,000 in 1971. About one-quarter were on Hong Kong Island, 16 percent on Kowloon, 34 percent in New Kowloon, and 27 percent in the New Territories.

A living quarter is defined as a place occupied exclusively by one household or shared by a limited number of households. Occupants should be able to reach the outside directly but should not have to go outside to move from room to room.

Housing Authority rentals include units with and without private bathrooms. Private housing blocks contain a variety of units ranging from multi-story apartment buildings to composite buildings that combine flats with some commercial space. Forty-seven percent of households lived in private housing blocks in 1981. Only 2 percent of households lived in modern houses, and about 5 percent lived in simple stone structures usually found in villages.

Because nearly 40 percent of households share living quarters with another household, housing is crowded and space-saving furniture and appliances are important.

About one-quarter of all homes are owner-occupied. The Housing Authority is trying to encourage home ownership among low-income households by launching a program which makes units available below market price and with longer-than-average mortgages.

Education

Pressures to achieve are so intense in Hong Kong that 12 and 13-year-old students have been known to kill themselves rather than face failure in school. Competitive exams are given at the end of the ninth and twelfth grades. More than 40 percent of the students wash out on the first exam, and only 5 or 6 percent will pass the second exam to apply for admission to the country's two universities and its polytechnic institute. The University of Hong Kong admitted only 10 percent of all applicants in the fall of 1981.

More than 700 kindergartens provided pre-school education for 214,000 children aged 3 to 5 in 1981. Free and compulsory education is available to children aged 6 to 14 years for 6 years of primary school and 3 years of secondary school. Primary schools enrolled 540,000 students in 1981, and secondary schools enrolled 456,000 students. Although students may leave after age 14, those who complete Form III may finish 2 more years of secondary education and be granted the Hong Kong Certificate of Education. Others may follow technical or vocational courses or go straight into the labor force. Three post-secondary institutions, two universities, and one polytechnic institute had 32,000 full-time students in 1981. The Polytechnic Institute had nearly 18,000 part-time students in 1981.

Hong Kong's population is becoming increasingly educated. In 1981, 43 percent had finished a secondary education, compared with only 22 percent in 1961. Nearly 7 percent of the population had a college degree in 1981 compared with 4 percent in 1961. The proportion with no formal schooling dropped from 28 percent in 1961 to 16 percent in 1981. Those with only a primary education declined from 45 to 34 percent of the population during the two decades. Those with the least education are the older members of society.

Women are less likely than men to be well educated, although the situation is improving. In 1981, 38 percent of women and 48 percent of men had completed a secondary education, whereas in 1971, only 23 percent of women had attained that level. Proportionately fewer women than men hold college degrees: 5 percent versus 8 percent in 1981. Women are most likely to have no formal education. In 1981, one-quarter of women had no schooling versus only 8 percent of men.

Labor Force

It is not unusual for the workday to extend beyond 8 p.m. in Hong Kong, where men averaged a 49-hour workweek in 1980. There are no restrictions on the number of hours men can work, although women and children aged 14 to 17 are limited to 8 hours a day, 6 days a week. Forty percent of women in their 30s work 45 to 54 hours a week. Only 21 percent of men in their 30s work the usual American schedule of between 35 and 44 hours. Forty percent work 45 to 54 hours a week, 20 percent work 55 to 64 hours, and 15 percent work 65 or more hours a week.

Nearly 67 percent of Hong Kong's population aged 15 and over was economically active in 1981. In 1981, 50 percent of women were in the labor force, nearly equal to that in the United States.

Projections are that there will be 2.9 million workers by 1986 and 3.2 million by 1991. The labor force is expected to grow at an average annual rate of 2.5 percent between

Hong Kong's Labor Force: 1981

Occupation	*Total*	*Percent of the total labor force*	*Male*	*Female*
Professional, technical & related workers	154,800	6.2	91,900	62,900
Administrative and managerial workers	80,700	3.2	71,200	9,500
Clerical & related workers	346,900	13.9	170,800	176,100
Sales workers	238,700	9.5	171,700	67,000
Service workers	362,900	14.5	237,900	125,000
Agric., animal husbandry, forestry workers, fishers and hunters	36,700	1.5	22,600	14,100
Production/related workers, transport equipment operators, laborers	1,257,200	50.3	822,300	434,900
Not classifiable by occupation	5,200	0.2	4,200	1,000
Persons seeking first job	18,500	0.7	9,600	8,900
Total	2,501,600	100.0	1,602,200	899,400

Source: Year Book of Labour Statistics, 1982, Geneva, Switzerland: International Labour Office, p. 104.

1981 and 1986, and at 1.8 percent between 1986 and 1991.

Income and Consumption

With a per capita income of US$5,460 in 1981, Hong Kong is second only to Japan in personal wealth among Asian countries. Median household income was HK$2,995 in 1981, up from HK$1,600 in 1971 and HK$2,132 in 1976 (in constant 1981 dollars). Discounting increases in consumer prices, median household income rose by 33 percent from 1971 to 1976 and by 39 percent from 1976 to 1981, a real income growth at annual rates of 5.4 percent and 7.4 percent for those periods.

Average daily wages in manufacturing in 1980 were HK$55 for men and HK$41 for women. In addition to wages, workers in Hong Kong receive a variety of benefits from employers. Rest days, legal holidays, and paid annual leave are often accompanied by subsidized meals or food allowances, attendance bonuses, free medical care, and a New Year's bonus equal to one or more month's pay. Free or subsidized housing and transportation are provided by some larger companies. Census figures on income do not reflect any of these benefits, not even the year-end bonus. This means that disposable income is higher than comparable U.S. incomes would be.

SRG International, Ltd. — a market research firm with offices in Hong Kong and New York among other places — advises that Hong Kong consumers have developed new preferences as they have become more affluent. SRG recommends selling products that stress self-expression, reassurance, and lifestyle associations. SRG cautions, however, that the demographics of the consumer must be kept in mind when products are being marketed. For example, half of "female shopping decision makers" (housewives) are aged 45 or over. Literacy levels are lower among this group and traditional values are slower to change.

Traditional values include the Chinese concepts of hot and cold: certain foods, drink, or behavior create fire or water in the body. Depending on the body's balance of these elements, certain products may be appropriate or inappropriate. Herbal remedies still carry a lot of weight as medicinal cures, and products that stress a natural base are most successful. Certain colors have positive or negative associations: blue and white are for funerals, while red and gold are celebration colors. Some flavors — cheesiness and meaty-fishiness — are disliked. Finally, symbolism in names is important. Brand names with "lucky" or "happy" in the title are well received. The Hong Kong telephone directory lists more than 100 firms with names that begin with "Happy" and over 200 that begin with "Lucky".

Television ownership increased from 60 percent of all homes in 1970 to 95 percent in 1980. Only about 5 percent of homes have two sets. The ownership of color sets has increased rapidly, however, from only 3 percent of homes in 1970 to 76 percent in 1980. In the last decade, the proportion of persons aged 9 and over who usually watch television has grown from 71 to 86 percent.

The two Chinese stations captured over 80 percent of the viewing audience in 1980, while fewer than 10 percent of the households watched the two English stations.

The popularity of television has affected movie attendance. In 1970, 25 percent of the population went to a movie an average of once a week. By 1980, that figure had fallen to 11 percent. The age group with the highest attendance levels are the 15 to 24-year-olds: almost one-quarter had seen a movie in the week prior to the 1980 survey.

Radio was also hit by television's growth. The average daily audience fell from 44 percent of the population in the mid-1960s to 26 percent by 1975. Changes in format, the introduction of FM, and better promotion have recaptured some of the market, and the audience in 1980 was estimated at 48 percent of the population.

There are 97 newspapers in Hong Kong, 69 percent of which are dailies. Fewer than 20 reach more than 2 percent of the population. There are 11 English-language papers, 6 of which are dailies. Estimates for 1980 were that 63 percent of the population read newspapers. About 250 magazines circulate, but estimates are that fewer than 20 reach 2 percent of the population.

A 1980 survey of dining habits reported that 43 percent of the population had visited a Chinese restaurant in the previous week, and 22 percent had eaten at a Western-style restaurant. Restaurant goers tend to be male, aged 20 to 34. About 28 percent of the population aged 9 and over had eaten at a fast-food restaurant in the previous week. It should be no surprise to Americans that McDonald's had the largest share of the market.

Sources

Detailed data from the 1981 census are now available. Publications described below can be ordered from The Government Publications Center, GPO Building, Connaught Place, Hong Kong.

Summary results are available in three forms. *The Hong Kong 1981 Census, Main Report, Volume 1: Analysis* (J334281/18) is a 209-page document that sells for HK$101. It contains an 81-page summary and interpretation of the data, followed by nearly 100 pages of appendix tables and 10 pages defining census terms.

The companion volume, *Hong Kong 1981 Census, Main Report, Volume 2: Tables* (J334281/19) consists of 176 pages of tables and an appendix with a definition of terms. It sells for HK$106.

A briefer version of the Volume 2 report is contained in *Hong Kong 1981 Census, Basic Tables* (J334281/13) which sells for HK$6. A 45-page summary of the most important information, it also contains a glossary with definition of terms. Much of the summary data are also depicted graphically in *Hong Kong 1981 Graphic Guide*, (J334281/16) available for HK$6.50.

Hong Kong Population: A Twenty-Year Projection (J334281/21) sells for HK$24 and *Hong Kong Life Tables* (J334281/20) sells for HK$16. Both were published in November 1982.

The *Street Block/Village Cluster Tabulations* vary in price from HK$56 to HK$85 depending on the area requested. *Tertiary Planning Unit Tabulations* which may be useful for site location sell for HK$42 for Hong Kong Island (J334281/3); HK$48 for Kowloon and New Kowloon (J334281/4); and HK$77 for New Territories (J334281/5).

The Department of Census and Statistics has just published the 1983 edition of "Hong Kong in Figures," a brief fold-out summary available from the Government Printer (100242-866L 2/83).

The Government Information Services Office in Hong Kong publishes a 22-chapter book about life in Hong Kong. The most recent edition, *Hong Kong 1981*, is 307 pages including appendices and index and sells for HK$22. It provides a thorough statistical and pictorial account of the country. It can also be ordered through the Government Publications Center listed above.

SRG International conducts annual consumer surveys in Hong Kong, does customized survey research, and compiles a Media Index that includes demographic and marketing information not found in the census. The results of the 1980 survey are available in the 1982 publication, *The Markets of Asia/Pacific — Hong Kong and Macau*, available for $75 from SRG International, Ltd., 80 East 11th Street, Suite 408, New York, NY 10003. Jerry Stafford is the director of SRG's U.S. operations. He can be reached at (212) 260-6500.

The U.S. Census Bureau's specialist on Hong Kong is Peter Way, International Demographic Data Research Center, U.S. Bureau of the Census, Washington, DC 20233. •

—Daphne Spain

Daphne Spain is International Demographics' Washington Correspondent.

ATW / *cont. from p. 2*

The Overseas Military Market

Besides foreign nationals, U.S. markets overseas include American expatriots and nearly one million active duty military personnel. An article in the Summer 1983 issue of *Interservice, The Journal of the American Logistics Association*, describes the demographics of the U.S. military market, but also includes one table on overseas personnel.

The largest number of active duty personnel are in Western and Southern Europe, but West Germany has by far the biggest share — 256,000 of the 356,000 stationed in Europe. The next largest number is in the United Kingdom — 26,000. Italy has 13,000; Spain, 9,000; and Turkey, 5,000. There are about 33,000 personnel afloat in the Southern and Western European areas.

Of the nearly 232,000 personnel stationed in U.S. territories, more than 50 percent are afloat. There are about 139,000 personnel in East Asia and the Pacific including 51,000 in Japan.

There are about 16,000 personnel stationed in Africa, Near East and South Asia and another 16,000 in the Western Hemisphere.

For a single copy of *Interservice*, send $4.00 to American Logistics Association, 1133 Fifteenth St., Washington, DC 20005.

Conferences

Proposals are being accepted for presentations on education research at the 10th Annual Third World Conference that will be held in Chicago, March 28-31, 1984. Deadline for proposals is Nov. 4, 1983. Contact Prof. Roger K. Oden, Box 53110, Chicago, IL 60653; telephone (312) 534-5000 ext. 2429 or 2548.

Advertising / *cont. from p. 3*

fice, even if the firm decentralizes most of its advertising decisions.

First, many of the major international marketing and advertising decisions, especially budget, are made in the home office. Therefore, it is important that the international advertising manager receive relatively uniform information on individual foreign markets or subsidiaries. Such comparable data permit the home office to spot differences that are developing in image or awareness among key markets — a change that may not be apparent at the subsidiary level.

The same point applies to research designed to assist in developing a theme or campaign for multimarket use.

Perhaps the best summation of the overall value of standardization in research efforts is offered by Anna Maria Sarmento, a Marplan Research, Inc., executive, who says:

"The use of standard approaches can save time and money internationally, particularly at the design stages and the data-processing phases. And, where absolute uniformity internationally is essential, it can be obtained only by strictly standard approaches in the field.

"Standardization also simplifies life for the users of research — it allows for direct comparison of results from different countries — while it provides the user with greater confidence in using research findings based on those standard approaches."

Sarmento cautions however, "Standardization should not be pursued for the sake of standardization and local differences must be taken into account to help reflect marketing, cultural, and environmental differences." •

© Allyn and Bacon, Inc., 1983

Copies may be ordered for $40 plus shipping and handling from Allyn and Bacon, Inc., Link Drive, Rockleigh, N.J. 07647; telephone toll free 1-800-626-4799.

Sources / *cont. from p. 12*

within the region. This is a useful collection with timely material for researchers and investors.

All publications mentioned here can be obtained directly from ECWA. Complimentary copies of most studies are available for researchers. Write Population Division, ECWA, Saadoun Street, P.O. Box 27, Baghdad, Iraq.

A liaison officer at the United Nations headquarters in New York may be consulted about prices of various publications. The ECWA desk telephone number is (212) 754-5228. •

—Joseph A. Kechichian

Mr. Kechichian is a doctoral candidate in foreign affairs at the University of Virginia.

Publications

The Hidden Sun: Women of Modern Japan by Dorothy Robins-Mowry, 1983, Boulder, Colorado: Westview Press, 394 pp. inc. index and appendices, $32.50 hardcover; $13.95 paper.

In Japan, the percentage of women employed in farm and family enterprises dropped from 52 percent of the female labor force in 1955 to 27 percent in 1980. At the same time, the proportion employed by industry doubled from 31 percent to 61 percent.

As in the United States, the ability of women to control conception has dramatically affected their status. But even in this area, the cultural differences in the two countries are evident.

"Japanese women's deftness at artificial birth control is demonstrated in the drop in the birthrate in a single year, from 1965 to 1966, of almost one-third. Incentive came from the Confucian calendar, for 1966 was the Year of the Fiery Horse, which occurs every 60 years. Superstition holds that girl babies born in such a year may possibly kill their husbands; hence they grow up to become poor marriage prospects. An amusing sociological footnote reveals that some intellectuals, by comparison, decided that 1966 was an ideal year to have a baby: Competition in 1984 university examinations would be much less severe!"

Increased participation of women is not the only trend affecting Japan's labor force, according to author Dorothy Robins-Mowry, a foreign service officer in the U.S. Information Agency who served as women's activities officer in Tokyo.

"Changes in age, marital status, and length of service make up the second set of variants in the profile of modern Japanese working women. The average age of women workers has risen from 23.8 years in 1949, to 29.8 in 1970, to 34.9 years in 1980. Mirroring the lowered birth rate and surge of boys and girls toward more education, the number of junior and senior high school graduates seeking employment continues to fall. The percentage of girls aged 15 to 19 who work dropped from slightly more than 50 percent in 1955 to less than 20 percent in 1980. The drastic decline in the number of junior high graduates seeking employment prompted industries and the media to label them 'golden eggs.'"

There has also been an increase in length of service with one employer and a rise in working women who are married, from only 8 percent of employed, nonagricultural working women in 1952 to 67 percent in 1979.

Despite these gains, women in Japan still sometimes find it difficult to use their education. Many companies prefer to hire girls with only a high school education, and because marriage is still considered the norm, most employers assume that women will work only a few years and then will leave for marriage.

In addition to describing the economic and educational lives of modern women in Japan, Robins-Mowry talks about the generation gaps among the grandmothers, middle-aged women, and young women in Japan, and the family and leisure lifestyles of these women.

Women in Japan are assuming a more individualistic lifestyle than ever before, Robins-Mowry says.

"Like women in most nations, they are a majority 'minority.' They have the basic constitutional and legal rights to make of themselves what they will."

Worldwatch Paper 54, by Judith Jacobsen, June, 1983, Washington, DC: Worldwatch Institute, $2.

If you were offered a piglet in exchange for agreeing not to have a baby, would you take it? You might if you were a woman in Indonesia where this option is available. Women share in the profits when the pig is sold.

This is only one of the many incentive-oriented family planning programs being offered in developing countries. The Third World is in dire need of population control and governments are willing to offer all sorts of benefits to couples who keep their family size down. China's "Only Child Glory Certificates" are a well-known example, providing preferred education and employment opportunities, free health care, and outright cash to families with only children.

Disincentives are another approach, but they are not always successful. Punishing people for having large families, it seems, is not the way to their hearts. However, not all disincentive programs are negative. Singapore has a reasonable and comprehensive two-child promotion program. Families with three or more children are given lower priority in housing, education, and maternity fees, and lower tax deductions.

Order *Worldwatch Paper 54* from 1776 Massachusetts Ave., N.W., Washington, DC 20036; telephone (202) 452-1999.

Country Experts in the Federal Government, 1982, Washington, DC: Washington Researchers, 50 pp., $40.

One of the great frustrations in international research is knowing that someone in Washington should be able to answer a question about a specific country, but not knowing who to call. *Country Experts in the Federal Government* tries to respond to that need.

From Afghanistan to Zimbabwe, Washington Researchers lists the name, department, and telephone number of at least one federal government expert for 195 countries. Embassy addresses and telephone numbers are also provided.

As with any directory that appears on an annual basis, this one is sometimes out of date, but as the introduction advises, if you find that the person listed is no longer at the number in the directory, "assume that his or her successor can help you."

Order from Washington Researchers, 918 Sixteenth St., N.W., Washington, DC 20006; telephone (202) 833-2230.

The Female Factor: Women in Western Europe by Shari Steiner, 1983, Chicago: The Intercultural Press, Inc., 328 pp., $11.95/paper.

The changing roles of women are affecting cultures everywhere, so it is not unusual that someone would decide to write a book about the behavior of Western European women in their "offices, supermarkets, and homes" to help us understand exactly "how and why women's lives in various societies differ profoundly."

The women in this book are described by their countries — England, France, Italy, West Germany, and Scandinavia. Here are found career women, matriarchs, lovers, homemakers, Brunhilds, and Pippi Longstockings. No matter what they are called, in what country, the descriptions of their lifestyles at work and home, with their children and their spouses or lovers, provides a backdrop of understanding of their attitudes and responses as consumers. Not surprisingly, much of what is written about the women also tells the reader a great deal about the children and the men in each of these countries.

Steiner writes, for example, that women in England seem to remain single primarily from choice.

"Their routine of living is simple. Single women find other women to share housing. They go for outings and develop cultural interests. 'I've got my own way of doing things, and I don't want to change it for anybody,' they insist with eccentric pride. When they take time to reflect, however, they are often bitter about their lot in society. A secretary in suburban Finchley complained about 'the amount of money they take from my pay check. Old-age benefits are something else, of course. But why should we have to pay for schools and school lunches and child medicine and child dentistry and youth clubs and all the rest? We didn't burden society with any children. Why do they put the tax burden on us?'"

While singleness is accepted among English women, German women are much more likely to be involved with home and children, according to Steiner. A liberated woman may have a lover, but she will probably also have a spouse.

German women take care of their health and exercise on a regular basis, often with other family members. Relaxation is usually in groups.

Beer halls in southern Germany which are famous for their congenial atmosphere differ markedly from the pubs of England or the cocktail lounges of the United States.

"First of all, they are family-oriented. The wife accompanies her husband, and they are usually joined by several other couples. On weekends, they sometimes take their children, who are welcomed with big mugs of nonalcoholic beverages," Steiner observes.

But lest the German woman be portrayed as only interested in family, Steiner points out that German women also pursue culture, often attending opera, a concert, or the theater rather than going to the movies.

Germans like living in single-family units and consider their homes their castles.

"The most desirable home includes a surrounding yard where people are more inclined to exercise and sunbathe than to garden. The single-family home is evident throughout all German-speaking countries. Mammoth cities like Frankfurt and Hamburg, with their towering office building central sections are as house-oriented as Los Angeles," Steiner writes.

Changes in the Structure of the Retail Trade in Europe by the Commission of the European Communities, 1982, Luxembourg: Office for Official Publications of the European Communities, 48 pp., $6.50. Order from European Community Information Service, 2100 M St. N.W., Suite 707, Washington, DC 20037; telephone (202) 862-9500.

In Europe, "High Street" is the equivalent of the U.S. "Main Street" and just as people here worry about what the development of large suburban shopping centers has done to Main Street retailers, so Europeans cope with the same concerns about High Street.

This report describes the actions being taken in Europe to respond to changes in retail trade. Chapter II provides a detailed description of the different types of shopping areas now prevalent in Europe.

For example, supermarkets have different definitions depending on the country in which they are located. In the United Kingdom, a supermarket is a "large-scale, self-service shop". In Belgium, France, Italy and Luxembourg, "it means a retail store, constituting an independent establishment or a separate department within an establishment. It sells the whole range of foodstuffs on the self-service principle and also has a non-food section. Floor space is between 400 and 2,500 square meters. Customers normally pay for all their shopping at tills near the exit."

In Denmark, a market is not a supermarket unless it has a special department where fresh meat is prepared and wrapped under the supervision of a professional butcher.

The definition of large-scale retailing receives similar country-by-country treatment as do superstores and hypermarkets, car parks and traffic problems in general.

Financing and legal aspects are also briefly covered as are plans for supplying rural areas with adequate retail shopping. In France, for example, local mini-markets are appearing in municipalities with populations between 500 and 1,000 people.

"This store, with a floor space of 80 to 300 square meters, also operates on a self-service basis and stays open for part of Sunday morning. In France, two-thirds of the clientele live in town and have cars. This is the typical rural neighborhood store. Less fruit and vegetables are sold than in urban areas. The owner or manager should preferably be a professional butcher. The non-food section is the hardest to run and is often overstocked. Profitability per square meter in France must be around 12,000 French francs." •

Sources

Economic Commission for Western Asia

In the spirit of decentralizing some of the planning and programs of the Economic and Social Council (ECOSOC), the United Nations has established several regional commissions including the Economic Commission for Europe (ECE-1947), the Economic Commission for Asia and the Far East (ECAFE-1947), the Economic Commission for Latin America (ECLA-1948), and the Economic Commission for Africa (ECA-1958).

For many years several United Nations proposals for a Middle East Commission fell prey to the Arab-Israeli conflict. The United Nations Economic and Social Office in Beirut (UNESOB) was finally established in 1963 as a small working alternative "to assist in the implementation of the United Nations' resolutions aimed at fostering economic growth and social development."

UNESOB was effectively superseded in 1974 by the Economic Commission for Western Asia (ECWA). Until 1976, ECWA maintained its Secretariat in Beirut, Lebanon. Hostilities in that country, however, adversely affected the work of the organization so it temporarily relocated its headquarters to Amman, Jordan in 1977. New permanent headquarters were established in Baghdad, Iraq in 1982. ECWA consists of 12 member states.

Member States of the Economic Commission for Western Asia (ECWA)

Bahrain
Iraq
Jordan
Kuwait
Lebanon
Oman
Qatar
Saudi Arabia
Syrian Arab Republic
United Arab Emirates
Peoples Democratic Republic of Yemen
Republic of Yemen

The commission promotes cooperation within the region in a variety of areas, notably regional integration, rural development, food security, the transfer and development of technology, and the collection of statistical materials. ECWA's activities include industrial and commercial development planning for member countries as well as conducting demographic and related socio-economic studies which are widely circulated.

Statistics on Arab populations are available to researchers and training institutions through ECWA's Population Division.

Publications

A number of publications are released each year by ECWA, generally in English. Of particular interest is the *Population Bulletin of ECWA*, a refereed journal published in June and December. It is concerned with population and related issues in Arab countries and theoretical and methodological subjects of relevance to population training in the Arab world.

Each issue of the Bulletin usually consists of five papers with sections on book reviews and other announcements and is available free to researchers and specialized institutions. Most demographic studies published in the Bulletin carry useful statistical tables often unavailable elsewhere.

Among recent ECWA publications, the two-volume *Bibliography of Population Literature in the Arab World* (1980), is a goldmine of scholarly sources on subjects ranging from population growth to fertility and mortality studies.

A series, *The Population Situation in the Arab Region*, consists of 12 parts, each covering a member country and including a map, several tables, and age-sex pyramid. A list of statistical documents and organizations as well as a select reference section is also included.

The latest situation papers were published in 1980 and 1981, and ideally must be used in conjunction with the updated figures in *Demographic and Related Socio-Economic Data Sheets for Countries of the Economic Commission for Western Asia, No. 3, May 1982*. The statistics contained in the data sheets are believed to constitute the most reliable set of figures available for ECWA countries. Data obtained from "population censuses, demographic and multi-purpose surveys, current statistics and other national sources" are analyzed and adjusted by the staff of the Population Division.

Another volume dealing with research on Arab population questions is *Population and Development in the Middle East* (1982), which consists of 21 papers presented at 2 regional conferences in 1978 and 1979. The papers fall into five categories including basic issues, vital rates, international migration, internal migration, urbanization and population distribution, and population policies. In light of the rapid pace of economic growth in certain countries of the region and relatively little growth in others, the valuable research in this work aids in understanding of the relationship between population and development in ECWA countries.

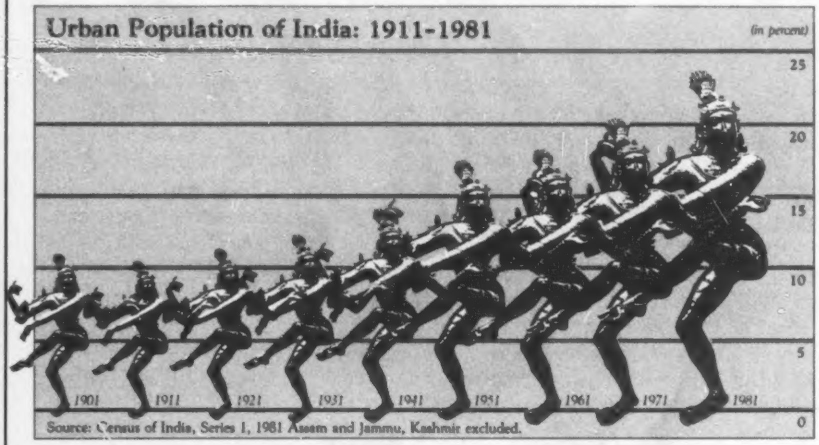
The proceedings of the 1981 Nicosia, Cyprus, ECWA Population Conference on International Migration in the Arab World (1982) are published in two volumes and consist of 35 papers. Particular attention is devoted to trends and patterns of migration in the Arab world with papers on migration by force, the draining of Arab professionals, legal aspects of migration, remittances from workers abroad, and the socio-economic consequences of migration

continued on p. 9

10/1/83
C0200-1a

INTERNATIONAL DEMOGRAPHICS™

Vol. 2, No. 10 October 1983


Urban Population of India: 1911-1981

Source: Census of India, Series 1, 1981 Assam and Jammu, Kashmir excluded.

Carol Terrizzi

Country Profile

Republic of India

India is a country of contradictions. It is one of only two nations in the world ruled by a woman, yet 75 percent of Indian women are illiterate. India was the first nation to adopt an official policy on family planning (in the 1950s), but today its population is growing almost unchecked.

In a nation that has built nuclear power plants and launched satellites, businessmen still use astrology to help plan major projects. A firm of "astrological computerized consultants" helps industrialists make long-term forecasts that would be impossible to figure by hand.

The 1981 Census of Population and Housing is being processed by computer, but to get the data, enumerators had to dodge tigers and bears and track down tree-dwelling tribesmen in the northeast jungles.

Part of India's contradictory nature is inevitable because of its sheer size. As the second largest country in the world, its population includes vast numbers of the very poor and the very wealthy. India is trying to develop the image of a "rich poor country" — one still in the process of transformation and gaining economic strength. Prime Minister Indira Ghandi has encouraged entrepreneurship and limited foreign investment in selected sectors of the economy.

India is rich in data. The nation has had a census every 10 years since 1881; and the 1981 census is the fourth after independence was gained from Great Britain in 1947. With only a few exceptions, the entire country was counted between February 9 and 28, 1981. The reference date is March 1, but in the northern state of Jammu and Kashmir, heavy snow delayed data collection until April and May. Data collection in Assam has been delayed indefinitely because of political strife over illegal immigration from Bangladesh. Provisional totals for the country include estimates for these states.

Despite these difficulties, the Indian census is considered to be fairly accurate.

Population Growth

India's population is larger than the combined total of the Soviet Union, the United States, and Indonesia, the world's third, fourth, and fifth largest countries. Provisional totals from India's census showed 684 million persons, about 1[illegible] million over official projections.

continued on p. 4

Inside

Migration and the Business Climate 3
Publications 10
Sources: World Health Organization 12

COUNTRY PROFILE INDIA

Around the World

Myths and Facts

As related by Munir Benjenk, vice president for external affairs at The World Bank:

Myth: Developing countries have penetrated developed countries' markets to such an extent that domestic industries are being hurt.

Fact: The share of markets of the industrial nations accounted for by Third World products is still only 3.4 percent.

Myth: Bilateral aid is more effective than multilateral aid.

Fact: Despite claims that bilateral aid helps the world's poorest peoples, the fact is that at least 60 percent of bilateral aid goes to the middle-income nations.

Myth: There is a generalized Third World debt crisis.

Fact: Sixty percent of the total Third World debt is held by only 8 nations.

Benjenk spoke to the Diplomatic and Commonwealth Writers Association of Britain in London earlier this year.

Management Training Needed In Developing Countries

Government service in developing countries is expanding rapidly, but native technical and professional personnel are often in short supply.

World Development Report 1983, the recently released annual report of The World Bank, attributes the rapid growth of government service to several factors: the demand for schools, the desire of governments to increase representation of different tribes and ethnic groups, and high unemployment.

In order to combat the shortage of skilled personnel, developing countries use technical assistance funds to hire expatriates and to train natives overseas, but these measures do not help the flow of funds to the local economy. Engineers, managers, accountants, economists, and doctors are in shortest supply, according to The World Bank.

Even when trained personnel are available, they may be lured away by private sector salaries or better opportunities in other countries, a condition often referred to as "brain drain." (See this month's feature for more on the subject.)

The *Report* outlines successful steps some countries have taken to train more professionals and keep those they have.

In 1979, for example, the Sri Lankan government started a program to encourage professionals to stay or return home by revising its pension system, easing exchange controls, and letting retired senior staff return at high levels of government service.

Developed countries emphasize training in both public administration and corporate management far more than do developing countries:

"The U.S. and Japanese governments, for instance, offer training opportunities to nearly a quarter of their employees each year. All IBM managers get at least 40 hours of mandatory training a year, and Siemens and Unilever annually spend the equivalent of 5 percent of their payrolls on training. By contrast, most developing countries spend much less. In Malaysia, only 4 percent of federal and state employees received some form of training in 1978. In India, only one senior civil servant in five is likely to have some in-service training during his entire career; in Turkey only one in seven has received any instruction in public administration."

Those courses that are offered frequently focus on pre-entry and post-entry training for upper-level administrators, neglecting the training of lower-level staff entirely, according to the Bank report.

The Bank recommends planning and field-testing training programs, better use of existing training facilities such as national Institutes of Management, stronger links between training and career development, and more international cooperation on training.

The 214-page report also includes chapters on the recession, the outlook for developing countries, statistical tables,and maps.

The *World Development Report 1983* is available in English at $8 for paper or $20 for hardcover from World Bank Publications, P. O. Box 37525, Washington, DC 20013 or 66 Avenue d'Iena, 75116 Paris, France.

Malay Markets

While other Asian nations are trying to reduce their populations, the Malaysian financial newspaper, *Business Times*, found that Malaysian Prime Minister Mahathir bin Mohamad has other ideas.

He suggests that Malaysia needs a population of at least 70 million — about five times its present population — because its industries will benefit from a strong domestic consumer market. He says that a large domestic market is particularly important in an increasingly protectionist world and that 70 million people will have no problem living in Malaysia, if they are productive.

Free for the Asking

Having no luck trying to find demographic data for a special project? Subscribers to International Demographics can call Sam Fridman or Doris Walsh for help in finding international demographic data. The data you are looking for may even be in the research library. It is a free service for all International Demographics subscribers. Just call us in Ithaca, New York at (607) 273-6343 between 8:30 a.m. and 5 p.m. EST.

INTERNATIONAL DEMOGRAPHICS

Publisher: Peter Francese
Executive Editor: Bryant Robey
Editor: Doris Walsh
Managing Editor: Caroline Eckstrom
Research Director: Cheryl Russell
Art Director: Carol Terrizzi

International Demographics (ISSN 0731-5414) is published monthly by American Demographics, Inc., P.O. Box 68, Ithaca, N.Y. 14851. Telephone (607) 273-6343.

© 1983 by American Demographics, Inc. All rights reserved

Subscription rate $148 a year.

Why Migration Affects the International Business Climate

A Sri Lankan girl boarding a plane in Colombo knows that, as a housemaid in the oil-rich Gulf states, she can earn 20 times as much as at home. The attraction is almost irresistible.

When this is repeated hundreds of times a day all over the world, it cannot help but affect the business climate in both the sending and receiving countries.

Migration can affect the business climate in a country in several ways. On the one hand, heavy out-migration usually reflects an unstable political or economic situation. Even before the devaluation of the peso, some foreign risk analysts had noted that many blue collar workers were leaving Mexico. On the other hand, if substantial numbers of emigrants find employment elsewhere but remit a large part of their earnings to their families in the home country, emigration may actually bolster a country's economy and raise the standard of living for the emigrants' families — at least temporarily.

According to the United Nations, workers send money home in considerable quantities.

"Around 80 percent of the 'export income' of countries like Egypt and Pakistan comes from the pay packets of migrant workers. And in Yemen and Jordan, their earnings are practically the only source of foreign exchange. Indeed, some governments insist that their workers overseas send money back: the Philippines, for example, requires construction workers to send back 70 percent of their earnings," according to Paul Stalker writing for the United Nations Fund for Population Activities in a recent report to the media.

Leon Bouvier, Senior Research Associate at the Population Reference Bureau in Washington, D.C., told a United Nations meeting that there are three types of migration:

—Internal migration
—Regional migration
—International migration

In the case of internal migration, as Bouvier describes it, "Rural inhabitants who are barely eking out an existence on a decreasing amount of land head for the nation's primary city to try to secure employment."

Bouvier says that too often, these people, who had such hopes for their futures, "end up living in conditions far worse than those at their original homes, with no jobs and often no food or shelter. The barrios and shantytowns that surround the large cities of the Third World countries are vivid testimony of too many people seeking too few jobs."

A parallel development is regional migration. Some countries in the Third World are better off than their neighbors, and these countries are seen as havens of employment and financial gain. Bouvier offers these examples:

"In Kuwait, some three-quarters of the residents are immigrants — temporary residents who are not citizens. In Venezuela and Nigeria, illegal immigrants have swarmed from nearby nations such as Colombia and Ghana. What happens when the economic bubble bursts and there is no longer any need for foreign workers or even enough for a country's own citizens? Nigeria has provided us with one answer. It may be repeated again and again in the future in other parts of the world."

The reasons for regional migration are almost always linked to economics. They may occur because of overcrowding within the home country, because of educational opportunities in the host country, or because employment is available in the home country, but the pay for the same job is higher in a nearby country.

In countries where there has been modernization in some sectors without parallel development in others, people who have an education may leave in order to find jobs that can use their skills.

In a new book, *International Migration Within Latin America and The Caribbean: An Overview*,* Sergio Diaz Briquets gives the example of Uruguay.

"The Uruguayan economic structure is not sufficiently differentiated to absorb the large number of professionals and technicians produced by the country's educational system," he says. Therefore, educated Uruguayans tend to leave the country in search of more challenging jobs.

International migration occurs when residents of developing countries move to more industrialized countries, nearly always for economic reasons, but sometimes for political or religious ones.

Countries such as the United States worry about immigration from regions such as Latin America. Great Britain faces that kind of population pressure from some of the other Commonwealth countries.

Kingsley Davis, an advocate of zero population growth, former president of the Population Association of America, and a senior research fellow at Stanford University's Hoover Institution, comments, "It is little wonder that throughout the Third World millions are seeking to migrate to advanced countries. Many succeed, creating ethnic minorities competing for jobs with the poorest of the native workers, overloading schools, welfare agencies, and health facilities."

Davis calculates that if the 38 poorest countries of the world were to achieve zero population growth

continued on p. 11

**1983, published by Center for Migration Studies, Staten Island, N.Y.*

India/*continued from p. 1*

In the last decade, the population increased by 25 percent — 136 million people — about the same amount of growth experienced between 1961 and 1971. If the current annual growth rate of 2.1 percent continues, the population will double in 33 years. The enormity of such growth is difficult to grasp. It means a net addition of 41,000 people each day, or 28 Indians every minute. In 10 years, India gained more people than currently live in Brazil.

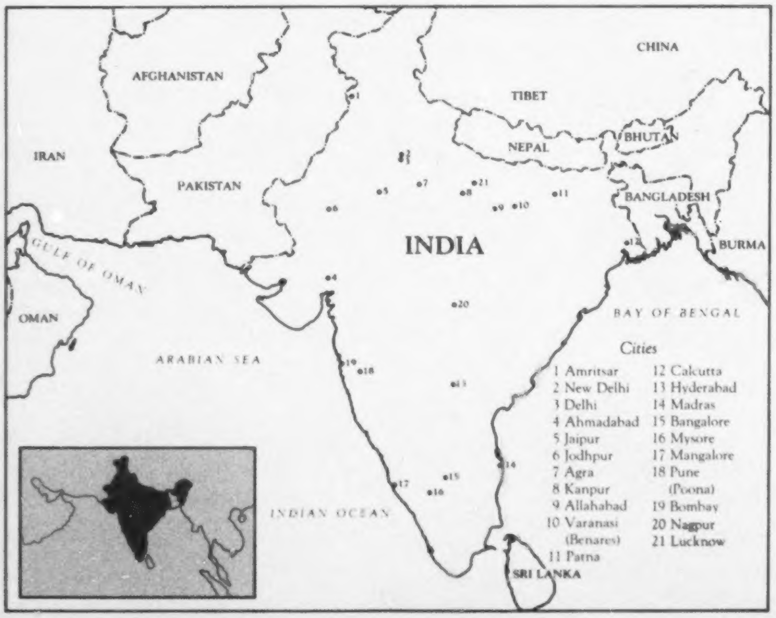
The 1981 birth rate was estimated at 33 births per 1,000 population, a significant decline from the rate of 41 recorded in 1971. The road to that decline has been rocky, however. The government's forced sterilization program in the 1970s was so unpopular, it is generally credited with costing Ghandi her office.

After Ghandi's defeat in 1977, the number of sterilizations dropped precipitously. The Janata government stressed "sexual self-control" as the best means of birth control, and sterilizations dropped to 400,000 from a reported 11 million in two years in the mid-1970s. Other means of birth control also suffered. Insertion of IUD's dropped by 60 percent and there was an 18 percent decline in the use of other forms of contraception. Current estimates are that only 23 percent of married couples practice contraception.

The death rate is 15 deaths per 1,000 population, relatively high by Asian standards. The infant mortality rate is a very high 122 deaths per 1,000 live births. The high infant death rate makes it difficult to persuade parents of the need for limiting the number of children. In societies where many children do not survive to adulthood, the birth of many ensures survival of a few.

Migration into or out of India is too small to affect the country's growth rate. Although Indians who migrate to Great Britain are highly visible, their numbers are insignificant compared to the country's growth of 13 to 14 million persons a year. Estimates are that only about 1.5 million Indians lived abroad in 1981. Migration of non-Indians into Assam outweighs any losses incurred by Indians leaving for other countries.

Estimates from the Population Reference Bureau are that the mid-1983 population of India is 730 million; projections are that the population will equal 966 million by the year 2000. At its current rate of growth, India's population may soon catch up with China's. Projections for 2020 put India's population at 1.2 billion, China's at 1.4 billion.



Regions and Cities

India's urban population increased from 20 percent of the total to 24 percent in the last decade. The 1981 estimate of 156 million urbanized people is probably low and may be revised upward when the final totals for Assam and Jammu and Kashmir are included. Since 1961, urban areas have been defined as "all places with a municipality, corporation, cantonment board or notified town area committee," and all other places that have a minimum population of 5,000, at least 75 percent of the male labor force in non-agricultural occupations, and a population density of at least 400 persons per square kilometer (1,000 persons per square mile).

Preliminary statistics from the census classify urban areas into six categories, ranging from places with 100,000 or more population (Class I) to places with fewer than 5,000 persons (Class VI). In 1981, there were 216 urban agglomerations in the Class I category and they accounted for 60 percent of the urban population. The 230 places with fewer than 5,000 people accounted for one-half percent of the urban population. The approximately 1,000 places in Class IV (population 10,000 to 19,999) accounted for 10 pecent of the urban population.

There was a rural population of 502 million in 1981, which grew 19 percent over the decade. About three-quarters live in 600,000 villages of fewer than 1,000 people each. Most villages consist of clusters of houses surrounded by farmland. Because there are so many people so widely scattered across the country, it is difficult for the government to develop roads, schools, health services, and water supplies. One-third of all villages have no water or electricity.

The growth rate for urban areas was 46 percent between 1971 and 1981, almost twice the rate of total population growth. Until recently, that growth occurred mainly through natural increase. Rural-to-urban migration has not been as great in India as in Latin American countries.

Some analysts speculate that language plays a role in limiting interstate and interregional migration.

India has over 1,000 dialects, and rural peasants are reluctant to travel to a new place with a different language. Ties to the land and the extended family have also helped keep people in the countryside.

But recent spurts of growth, especially for the largest cities, suggest that things may be changing. As men find work in the city, they send for their wives and children, and also for relatives and village members in what amounts to a "chain migration."

Bombay has become a magnet for the rural poor. The richest city in India, it has been called "New York, Hollywood, and Houston rolled into one." Bombay pays one-third of the nation's income and business taxes. The city grew by 38 pecent in the last decade, and millions of poverty-stricken migrants have placed severe strains on its housing and public services.

Journalistic accounts report that newspaper vendors in New Delhi come from the Salem district of Tamil Nadu over 1,000 miles away; construction workers come from the states of Rajasthan and Orissa; bicycle rickshaw pedalers are newcomers from Andhra Pradesh. The migrants come for jobs, and in the process create communities of language and custom similar to the villages they left. New Delhi grew by 57 percent during the decade, but was still outstripped by the 76 percent growth rate of Bangalore, an industrial city and popular retirement center in south central India.

Kerala and Punjab are two of India's most important states. Kerala, on the southern tip of India, is unique in that its birth rate of 25 per 1,000 is well below the national average. Family planning continued to prosper there throughout the 1970s and 40 percent of couples practice contraception. Hundreds of health centers have helped reduce infant mortality far below the national level. Literacy is also highest in Kerala for both men and women. These special circumstances are attributed to an enlightened maharajah in Kerala's history and a higher status for women.

Punjab is known as a wealthy and productive state with many small industries and an atmosphere that encourages entrepreneurs. Its people are action-oriented and its businessmen have a great deal of influence in political circles. The place to go to accomplish business is Punjab, our Indian sources say.

Ethnicity and Religion

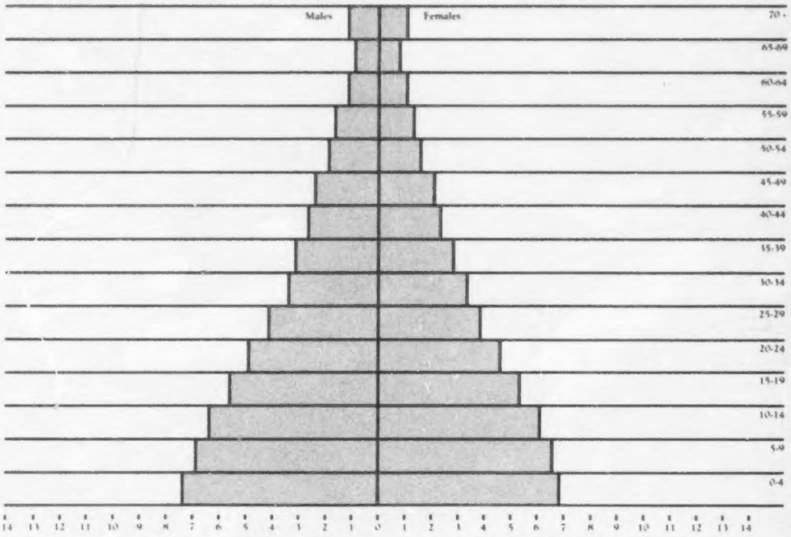
Because it is impossible to even begin to understand the ethnic and religious diversity of India in such a short space, only the barest outlines will be sketched here.

The two major ethno-linguistic groups are the Indo-Aryan speakers in the northern part of the country who comprise 72 percent of the population, and the Dravidian speakers in the southern states who account for 25 percent of the population. The remaining 3 percent are divided among tribal groups speaking a variety of languages.

The major language in the north is Hindi. Hindus speak Hindi. Moslems speak Urdu, a version of Hindi with many Arabic and Persian words. Hindustani is the most commonly-used version of Hindi, one that crosses ethnic and social bar-

Population of India by Age and Sex: 1980*

(in percent)



Age	*Total*	*Male*	*Female*
All ages	663,596,000	343,328,000	320,268,000
0-4	93,075,000	47,757,000	45,318,000
5-9	88,041,000	45,285,000	42,756,000
10-14	81,540,000	41,955,000	39,585,000
15-19	71,943,000	37,354,000	34,589,000
20-24	60,723,000	31,483,000	29,240,000
25-29	50,486,000	25,921,000	24,565,000
30-34	43,145,000	22,007,000	21,138,000
35-39	37,511,000	19,192,000	18,319,000
40-44	32,484,000	16,823,000	15,661,000
45-49	27,626,000	14,591,000	13,035,000
50-54	22,629,000	12,188,000	10,441,000
55-59	18,011,000	9,716,000	8,295,000
60-64	13,620,000	7,279,000	6,341,000
65-69	9,728,000	5,116,000	4,612,000
70+	13,034,000	6,661,000	6,373,000

**The 1981 age-sex distribution from the Indian census has not yet been released.*

This table is taken from the United Nations 1981 Demographic Yearbook, *Table 7.*

riers. One reason is that it is the language used in the movies, and films in India perform the function that television does here — they are the great equalizer.

Altogether there are more than 1,000 Indian languages and dialects. There is a push to adopt English as the only official language (there are now 16), but only 15 to 20 million people speak English. About 30 percent speak Hindi.

The major religions are Hindu (83 percent) and Muslim (11 percent). Significant minorities are Christians (3 percent), Sikhs (2 percent) and about 1 percent each for Jains, Buddhists, and Parsis. Muslims are concentrated in the northern states, while Christians are found in the highest proportions in Mizoram and Nagaland, in the east.

The caste system, which is now illegal under the constitution, combines with language and religion to form social distinctions among both Hindus and Muslims. In theory, it divides Hindu society into four categories: Brahmans (priests and scholars); Kshatriyas (warriors and rulers); Vaisyas (traders and moneylenders); and Sudras (artisans and untouchables). Caste, which is still commonly recognized in rural areas, is a combination of rituals and social and economic roles shared by a kin group. Its importance is diminishing as India urbanizes.

Mohandas Ghandi first began the campaign 50 years ago to remove the stigma from untouchables. A recent Hindu revival movement to lessen the stigma was sparked by a wave of conversions to Islam by communities of Hindu untouchables.

Age Distribution

Census data on age have not yet been released. There is no vital registration system and most Indians do not know the year in which they were born, so statistics on age are difficult to collect and are prone to error. Census takers are instructed to carry a prepared list of historic local events such as a flood or drought or the marriage of a local official, to help respondents pinpoint their date of birth.

Estimates are that nearly 40 percent of the population was under age 15 in 1980. India's median age in 1980 was 19.5 years compared with 30 in the U.S., and only 3 percent of the population was age 65 and over compared with 11 percent in the United States.

India is one of the few countries in the world where men outnumber women. This has been true since the first census was taken in the 19th century. Although differences have narrowed slightly, there were still 23 million more men than women in the 1981 census.The discrepancy is attributed to the lower status of women, starting with neglect in childhood and aggravated by high maternal mortality. Unlike most other countries, Indian women have a lower life expectancy than men: 53 versus 54 years. Kerala is the only state where women outnumber men.

Projections are that the proportion of the population under age 15 will drop to 32 percent by 2000, and that the proportion age 65 and over will rise only slightly to 4 percent. The population of India will remain young for the forseeable future.

Households and Housing

Data from the 1981 census on housing and households have not yet been published. However, it is possible to make rough estimates based on 1971 census data. At that time, there were 97 million households with an average size of 5.6 persons. The estimate of the number of households in 1981 is 122 million. Indian women have an average of 5 children each, so we can assume that average household size has not declined significantly. Religious and ethnic beliefs place great emphasis on marriage and family life, so the one-person household is a rarity in India.

The 1971 census reported 92 million occupied housing units with an average of 2 rooms and 2.8 persons per room. The National Buildings Organization estimates that there was a shortage of 21.3 million housing units in 1981; 16.5 million in rural areas and 4.8 million in urban areas.

Rural housing has not changed much over the centuries. Building materials vary with the climate. Forested Assam and Himachal Pradesh have wooden houses, while rock and stone are used in other states. In most of the country, however, mud, straw, and bamboo are the primary building materials.

Indian statistics make a distinction between *pucca* (superior) and *kacha* (inferior) homes. *Pucca* houses are built of brick or stones with wood, tile, or cement roofs, and are considered permanent. *Kacha* houses are impermanent structures of mud with a thatched roof. Only the relatively wealthy can afford *pucca* houses. Urban housing is more likely to be *pucca*; rural, *kacha*.

Newer housing is larger than the traditional two rooms, and the kitchen may be detached from the house. Less attention is paid to the exterior decoration among newer houses in rural areas, and more money is put into interior facilities such as bathrooms and appliances.

Urban housing for the upper income group is spacious. Many mid-

Urban Agglomerations of 1 Million or More, 1971 and 1981

City	*Population Size (in 000s)*		*Percent Increase*
	1971	*1981*	*1971-81*
Calcutta	7,031	9,166	30.4
Greater Bombay	5,970	8,227	37.8
Delhi	3,647	5,714	56.7
Madras	3,170	4,277	34.9
Bangalore	1,654	2,914	76.2
Hyderabad	1,796	2,528	40.8
Ahmadabad	1,742	2,515	44.4
Kanpur	1,275	1,688	32.4
Pune	1,135	1,685	48.4
Nagpur	950	1,298	26.8
Lucknow	840	1,006	16.5
Jaipur	637	1,005	36.6

dle-income families live in private houses, but most live in apartments that are too small for the number of occupants. Building has not kept up with demand, especially in the cities.

The vast number of migrants and refugees to major cities have created slums that only marginally house the poor. Estimates for Bombay are that at least half the population lives in officially designated slums. Thousands sleep on the sidewalks because they have no shelter. Housing is one of India's most critical problems.

Literacy and Education

Educational statistics highlight the extent of India's diversity. There are so many college graduates that the government, the main employer in the country, won't hire a clerk who doesn't have a degree. Yet only 36 percent of the population could read and write in 1981. Forty-seven percent of men, but only 25 percent of women are literate. Although the percentages have improved in the last 20 years, rapid population growth means the number of illiterate persons has increased from 386 million in 1971 to 437 million in 1981. Widespread illiteracy is often blamed for the failure of family planning programs.

Kerala and the Union Territories of Chandigarh, Delhi, and Mizoram have the highest literacy rates and the smallest differences in literacy between the sexes. Literacy is lowest in Rajasthan and Arunachal Pradesh. Female literacy is below 25 percent in 10 states and territories.

The persistence of low literacy levels reflects the government's inability to achieve its goal of "free and compulsory education" for all children under age 15. Education became the joint responsibility of the central and state governments in 1976, but the main responsibility lies with the states. Barriers to progress in education have included the ever-larger cohorts of school-age children and the occasional diversion of state funds for other uses. Many of the rural villages do not have a school.

Enrollment figures show most success with younger children. The proportion of children aged 6 to 11 enrolled in school increased from 62 percent in 1960 to 84 percent in 1980. Enrollment is now nearly universal for boys, but only two-thirds of girls aged 6 to 11 attend school. Forty percent of children aged 11 to 14 and 21 percent of children aged 14 to 17 were enrolled in school in 1980.

India has 119 universities and over 3,000 colleges. Every year 75,000 undergraduates take graduating exams, and there were 13,000 graduate students in 1981.

The educational gap means that India has both inexpensive unskilled labor and a highly skilled labor force. Since the economy cannot absorb a large number of highly educated people, some Indians migrate to other countries; those that remain provide a large pool of potential managers for firms that wish to do business in India.

Labor Force and Income

In another contradiction, India is considered the world's 10th largest industrial nation, yet it is basically an agricultural society. About 70 percent of the labor force was in agriculture in 1981. Although the economy performed well in previous years, almost no growth was expected for fiscal year 1982-83 because of a poor monsoon which caused a 7 percent drop in agricultural production. After years of good harvests from the Green Revolution, which provided food independence, India has had to begin importing grain again.

The International Labor Organization estimates that about 64 percent of the population aged 15 to 54 was economically active in 1980 including 84 percent of men and 42 percent of women.

A total of 220 million people (33 percent of the population) were classified as "main workers" by the 1981 census. "Main workers" are those who have worked "for a major part of the year" preceding enumeration. In practical terms, this means persons who worked six months or more, or those who worked during both agricultural seasons of the previous year. The number of main workers grew by 26 percent between 1971 and 1981, or at a slightly higher rate than the population. "Marginal workers," or those who worked at any time in the preceding year, numbered 27 million in 1981, or 4 percent of the population.

Unemployment is a major problem in India. There were 18.3 million people registered at employment exchanges as looking for work in 1981, and an estimated 20.5 million people in 1983. These numbers are underestimates of the unemployed because employment exchanges are primarily an urban service.

Preliminary labor force statistics divide all workers into "cultivators" who own and farm their own land; "agricultural laborers," who work for others; "household industry" workers who hold jobs in urban areas; and "other workers, "those in industry, trade, commerce, and services. These definitions were changed between the censuses of 1961 and 1971, making comparisons difficult. For example, the 1971 definition of economic activity excluded rural housewives and children who had been counted as cultivators or agricultural laborers in 1961.

The proportion of cultivators has declined as the size of land holdings has been reduced by division among sons. With slow growth in nonagricultural jobs, increasing numbers of cultivators will be looking for agricultural work from others. Estimates are that the number of agricultural laborers will increase by 4 percent a year over the next decade.

Because of such poor employment opportunities, 48 percent of India's population live below the poverty line — defined as the inability to meet a minimum daily diet of 2,400 calories. Poverty is higher in rural than in urban areas. The threshold in rural areas is $76 per capita per year. In urban areas, the threshold is $88 per capita per year.

Per capita income was $253 in 1981. Adjustments for a lower cost of living in India place the figure at about 7 percent of U.S. per capita GNP. As with many developing countries, however, income is not evenly distributed among the population. The range of income is reflected in a tax rate schedule that progresses from the lowest taxable income of 12,000 rupees a year (about $1,500) and extends to 1,000,000 rupees a year (about $125,000).

Estimates are that the middle class represents about 10 to 15 percent of the total population or between 70 to 100 million people, a larger middle class than any other developing country. Weekly salaries, according to a New York Times article in August, now range from $60 to $75 for top office managers, $150 to $225 for privately employed engineers, and $40 to $50 for private school teachers.

Communications and Consumption

National communications are difficult in a country so large and with such diversity of languages. Radio transmissions from the state-owned broadcasting system reach about 90 percent of the population. Sharing one or two radios among a whole community is a common practice in rural areas.

India now has about 2 million television sets. Middle class children are apt to be pressing their parents to buy color sets that have become available recently. Videocassettes are popular, and video libraries are springing up in urban areas.

India had 2.8 million telephones in 1981. There were 89 English-language daily newspapers and 786 Indian-language dailies in 1976. Almost 10,000 movie theaters were in operation in 1978. The growing middle class is fueling a proliferation of periodicals, although *The Times of India*, published in Bombay, is still considered the most influential newspaper.

The majority of Indians do not have much disposable income. However, for those who do, popular consumer items are footwear, medicines and pharmaceuticals, books, and a variety of foods. Both the supply of and the demand for more expensive items such as cars, cameras, air conditioners, and refrigerators have also increased. English-speaking schools are proliferating and middle-class parents want their children to have a good education. Visiting family and watching movies are primary forms of recreation; bicycles and motor scooters are popular forms of transportation. Athletics are a major pastime, with soccer the most popular sport.

Businesses considering India as a market are reminded that taxes strongly influence buying patterns. Consumer items are heavily taxed. Income taxes range from 15 percent in the lowest bracket to 60 percent plus a 10 percent surcharge in the highest bracket. Another important marketing factor is religion, which influences all parts of life from the choice of food and dress to business and recreational activities.

Literacy Statistics for India 1971 to 1981

The literacy rate in the Indian census is defined as the percent of the population (all ages) who "can read and write with understanding in any language."

*State/Union Territory**	*Rank 1981*	*Literacy Rate, 1981*	*Literacy Rate 1971*	*Percent Increase 1971-81*	*Percent of Women Who Are Literate*
Kerala	1	69.2	60.4	14.5	64.5
Chandigarh	2	64.7	61.6	5.1	59.3
Delhi	3	61.1	55.6	9.8	52.6
Mizoram	4	59.5	53.8	10.9	52.6
Goa, Daman, & Diu	5	55.9	44.8	24.8	46.8
Lakshadweep	6	54.7	43.7	25.3	44.2
Pondicherry	7	54.2	46.0	17.8	44.3
Andaman and Nicobar Islands	8	51.3	43.6	17.6	41.8
Laharashtra	9	47.4	39.2	20.9	35.1
Tamil Nadu	10	45.8	39.5	16.0	34.1
Gujarat	11	43.8	35.8	22.2	32.3
Manipur	12	42.0	32.9	27.6	30.7
Nagaland	13	42.0	27.4	53.2	33.7
Himachal Pradesh	14	41.9	32.0	31.2	31.4
Tripura	15	41.6	31.0	34.2	31.6
West Bengal	16	40.9	33.2	23.1	30.3
Punjab	17	40.7	33.7	21.0	34.1
Karnataka	18	38.4	31.5	21.9	27.8
Haryana	19	35.8	26.9	33.3	22.2
Orissa	20	34.1	26.2	30.3	21.1
Sikkim	21	33.8	17.7	90.7	22.1
Meghalaya	22	33.2	29.5	12.6	29.3
Andhra Pradesh	23	29.9	24.6	21.7	20.5
Madhya Pradesh	24	27.8	22.1	25.6	15.5
Uttar Pradesh	25	27.4	21.7	26.2	14.4
Dadra and Nagar Haveli	26	26.6	15.0	77.7	16.8
Bihar	27	26.0	19.9	30.4	13.6
Rajasthan	28	24.0	19.1	26.1	11.3
Arunachal Pradesh	29	20.1	11.3	78.0	11.0

**No literacy data are available for Jammu, Kashmir and Assam.*

Sources of Information

The best demographic data can be obtained directly from the 1981 census. The three provisional volumes currently available are Paper 1, "Provisional Population Totals," (65 pages) that reports population totals, literacy, and sex ratios by state and Union Territory; Paper 2, "Rural-Urban Distribution," (216 pages); and Paper 3, "Workers and Non-Workers" (239 pages). These volumes can be ordered from The Manager, Government of India Press, Ring Road, New Delhi-110064, India.

The Indian government publishes a variety of inter-censal statistical sources. The latest *Economic Survey* is for 1982-83 ($4.00). There is also a *Monthly Abstract of Statistics* for $10.80 a copy or $129.60 for an annual subscription. *India: A Reference Annual, 1982* is a 500-page statistical abstract for about $5.00. Order all the above from Publications Division, Government of India Press, Ring Road, New Delhi-110064, India.

The Population Reference Bureau published a concise booklet, *India's Population: Second and Growing*, in 1981 (Vol. 36, No. 4) that contains some 1981 census data. It can be ordered for $3.00 from the Population Reference Bureau, P.O. Box 35012, Washington, DC 20013.

Two recent books on India may be of interest. *Marriage, The Family, and Women in India*, 239 pages (1982) by V.V.P. Rao and V.N. Rao sells for $19.50 and can be ordered from South Asia Books, Box 502, Columbia, MO 65205. *India's Preferential Policies: Migrants, the Middle Classes and Ethnic Equality*, 184 pages (1981), written by M. Weiner and M. F. Katzenstein with K.V.N. Rao is available from the University of Chicago Press.

The U.S. Census Bureau specialist on India is Kevin Kinsella at (301) 763-2834. •

—Daphne Spain

Daphne Spain is International Demographics Washington correspondent.

Population of India by States and Union Territories: 1981

State/Union Territory	*Population in 1981 (000s)*	*Percent Growth 1971-81*	*Density (per sq. km.)*	*Percent Urban*	*Percent of Total Population*
INDIA	683,810	24.8	221**	23.7	100.0
States					
Andhra Pradesh	53,404	22.8	194	23.2	7.8
Assam***	19,903	36.1	254	NA	2.9
Bihar	69,823	23.9	402	12.5	10.2
Gujarat	33,961	27.2	173	31.1	5.0
Haryana	12,851	28.0	291	22.0	1.9
Himachal Pradesh	4,238	22.5	76	7.7	0.6
Jammu and Kashmir***	5,982	29.6	NA	NA	0.9
Karnataka	37,043	26.4	193	28.9	5.4
Kerala	25,403	19.0	654	18.8	3.7
Madhya Pradesh	52,132	25.2	118	20.3	7.6
Maharashtra	62,694	24.4	204	35.0	9.2
Manipur	1,434	33.6	64	26.4	0.2
Meghalaya	1,328	31.2	59	18.0	0.2
Nagaland	773	49.7	47	15.5	0.1
Orissa	26,272	19.7	169	11.8	3.8
Punjab	16,670	23.0	331	27.7	2.4
Rajasthan	34,103	32.4	100	20.9	5.0
Sikkim	316	50.4	44	16.2	*
Tamil Nadu	48,297	17.2	371	33.0	7.1
Tripura	2,060	32.4	196	11.0	0.3
Uttar Pradesh	110,858	25.5	377	18.0	16.2
West Bengal	54,485	23.0	614	26.5	8.0
Union Territories					
Andaman and Nicobar Islands	188	63.5	23	26.4	*
Arunachal Pradesh	628	34.3	7	6.3	0.1
Chandigarh	450	75.0	3,948	93.6	0.1
Dadra and Nagar Haveli	104	39.8	211	6.7	*
Delhi	6,196	52.4	4,178	92.8	0.9
Goa, Daman, and Diu	1,082	26.2	284	32.5	0.2
Lakshadweep	040	26.5	1,257	46.3	*
Mizoram	488	46.8	23	25.2	0.1
Pondicherry	604	28.1	1,228	52.3	0.1

NA Not available.

**Less than 0.05 percent.*

***Area and population of Jammu and Kashmir excluded.*

****Estimated figures.*

Publications

Statistical Abstract of Latin America, Volume 22, 1983, by James W. Wilkie and Stephen Haber, Los Angeles: UCLA Latin American Center Publications, 668 pages, 752 tables, $75. Order from: UCLA Latin American Center, University of California, 405 Hilgard Avenue, Los Angeles, CA 90024.

Everything you always needed to know about Latin America but were afraid to ask is included in this compendium by James W. Wilkie and Stephen Haber. Besides statistics on economic, social, and political development, the book includes seven interpretative essays, many of which are relevant to people doing demographic research.

For example, this volume has an essay on the problems of measuring housing and shelter in Latin America which reveals, among other things, the effect of government policy on housing starts. The essay also discusses the role of self-help housing in countries where low-income people are excluded from the usual sources of housing.

One of the authors, Stephen Haber, contributes an essay on the changes taking place in Mexican communities that provides a useful picture of the socioeconomic conditions in several sizes of Mexican towns. The time series for this essay unfortunately stops at 1970, but perhaps with better data available later this year from the 1980 Mexican census, users can update some of the data on their own.

While the first chapter, "Main Social Indicators," includes some 1980 data, the entire volume suffers from the malady of similar compendia for other developing regions: out-of-date statistics. Although many Latin American countries conducted censuses in 1980 and 1981, the population data given here are for the mid-1970s. The authors are undoubtedly stymied by the difficulty of obtaining census data from the countries in question, but the next volume should be more up-to-date.

Besides population data, tables provide information about religion, the military, consumption patterns, communications, income, education, transportation, production, and foreign trade.

Any researcher who works with Latin American data will find this a useful reference work.

Percent of Children and Young Adults Enrolled in School: 1960 and 1980

	6 to 11 Years		*12 to 17 Years*		*18 to 23 Years*	
Country	*1960*	*1980*	*1960*	*1980*	*1960*	*1980*
Argentina	91.2	99.9	48.1	72.7	13.2	36.7
Bolivia	45.1	76.6	29.0	54.2	5.0	17.1
Brazil	47.7	76.2	29.6	58.6	4.7	32.0
Chile	76.4	100.0	54.7	86.5	7.2	22.2
Colombia	47.9	70.0	28.8	63.8	4.4	32.9
Costa Rica	74.4	97.5	35.7	54.7	8.0	21.4
Cuba	77.7	100.0	43.0	83.4	6.6	29.9
Dominican Republic	66.8	82.2	39.4	64.4	3.7	20.6
Ecuador	66.3	80.0	30.3	60.8	5.1	28.5
El Salvador	48.7	69.2	40.3	58.1	8.5	18.9
Guatemala	32.0	53.3	17.7	33.8	3.6	10.1
Haiti	33.6	41.4	16.4	21.9	1.9	4.3
Honduras	49.5	71.3	24.6	44.7	3.2	14.8
Mexico	58.4	94.2	37.4	67.3	4.7	18.2
Nicaragua	42.9	60.8	29.7	53.7	3.6	18.6
Panama	68.3	95.7	50.3	83.2	12.7	43.3
Paraguay	69.7	80.0	44.8	51.9	5.8	13.3
Peru	56.7	83.9	43.2	84.0	13.0	32.6
Uruguay	89.9	—	53.2	67.2	14.1	24.3
Venezuela	68.8	83.2	49.0	60.9	8.6	24.0
Latin America[1]	57.3	82.3	35.4	63.3	6.3	26.1

1. Includes Barbados, Guyana, Jamaica, and Trinidad and Tobago.

Source: CEPAL "Informe del Secretario Ejecutivo al Decimonoveno Periodo del Sesiones de la Comision," July 27, 1981, as taken from Statistical Abstract of Latin America.

"Researching the Elderly," special issue of *Journal of the Market Research Society 1983,* Vol. 25, No. 3, single copies, 5.50 pounds; subscription, 22 pounds per year (4 issues). Order from *Journal of the Market Research Society,* 15 Belgrave Square, London SW1X 8PF.

In the United Kingdom, people age 65 and older are 15.2 percent of the total population, a proportion that will remain the same throughout the 1980s.

Elderly British men are likely to be married and living with at least one person, while elderly British women are likely to be widows who live alone. The British elderly head almost 26 percent of that nation's households.

Elderly households in Britain account for 14 percent of all expenditures, but spending is not spread equally across all categories of consumption. The elderly "overspend" on food and fuel compared with the average non-elderly household, but "underspend" on transportation and durable household goods.

Forty percent of the British elderly have a weekly gross income of 86.05 pounds sterling or 52.09 pounds per capita (about $128 and $77, respectively, at current exchange rates).

These facts are among those presented in this special issue of the *Journal of the Market Research Society.* In his introduction to the issue, Dr. Mark Abrams, a British researcher on the elderly, writes, "To appreciate some of the impact of 'the new elderly' it is only necessary to consider what has happened to holidays. In the past decade there has been a substantial increase in the number of holidays. The length of a holiday abroad taken by the average person aged 65 or more is 50 percent longer than the average holiday abroad of those under 65; the expenditure per head by those elderly taking a holiday abroad is now 60 percent higher than that of the average non-elderly; and two-thirds of the holidays abroad of the elderly are taken in autumn and the spring."

Besides fairly detailed demographic data on the elderly of Britain, the issue contains articles on medicines for the elderly, conducting surveys among the elderly, and communicating with the elderly.

Interben, The World of International Benefits, Box 986, Southport, CT 06490, Monthly, $250 per year; 50 percent discount on additional subscriptions.

As more companies become involved in foreign trade, it is inevitable that they will eventually employ nationals of the host countries. An important aspect of that employment is the benefits offered to foreign employees.

Interben is a new newsletter devoted to the subject of international benefits. The 8-to-12-page monthly issues include both general information about benefits and specific infomation about benefits in individual countries.

The July issue, for example, gives sources of information on employee benefits in Belgium, as well as a description of the employee benefits information available from the O.E.C.D. (The Organization for Economic Co-operation and Development). The June issue featured Brazil and the second part of a series on captive insurance companies.

Peter Boylan, *Interben's* helpful editor, also keeps track of new products, consulting firms, books and booklets, and other items that will help the international benefits manager keep up to date. For more information, contact Boylan at (203) 259-7180.

Education in Canada 1982, Ottawa Statistics Canada, $10.15 (catalogue 81-229), is the tenth annual review of data on Canadian education. Included are data for the 1981-82 academic year as well as time series on enrollment, graduates, full-time teachers, and finance. For more information, contact Edith Rechnitzer, Education, Science and Culture Division, Statistics Canada, Ottawa K1A OT6; telephone (613) 995-9685. •

Migration*/continued from p. 3*

by out-migration, the net number of emigrants each year would be 31 million. This would be a larger movement in one year than the total migration to the United States during the 60 years from 1870 to 1930 when U.S. immigration was at its peak, he says.

Migrant Characteristics

Diaz Briquets describes some of the characteristics of internal and international migrants.

For example, the median age of migrants is usually younger than the median age of the population in the receiving country. The exception seems to be in cases where people leave for political or social reasons rather than to improve their economic status. In many countries the move away from home either to a city or to another country has become a regular pattern of behavior for young people who have reached working age, Diaz Briquets notes.

Men are more likely to migrate than women, particularly when the jobs to be done are labor-intensive, as in agriculture. However, where the demand for domestic help is strong — as in Buenos Aires or Rome — women are more likely to constitute a majority of migrants. The rest of the family often follows the pioneer migrant.

Skilled migrants are more likely to move with their families, as are those who leave for political or social reasons. Unskilled laborers are most likely to be young, single men without families. Diaz Briquets says that family migration is more common in Latin American countries than in Europe.

Most migrants have fairly low levels of education, and are seeking jobs that require few skills. Again, people who leave their countries to seek refuge from political persecution or social ills often have higher skill levels than those who leave for purely economic reasons.

Instability

Migration in large numbers not only indicates instability, but may contribute to it. People who have been working away from their home country may become used to a better lifestyle and will want it to continue when they return home. If it is not possible to buy the consumer goods they want or find a job equivalent to the one they had overseas, their frustration could eventually lead to revolution.

If the educated classes migrate to find better jobs, the home country is probably losing its most energetic workers and the ones it relies on for leadership and management.

Stalker of the United Nations reports, "Pakistan loses at least half of its medical school graduates each year and India sees 30 percent of its graduate engineers disappear overseas. According to one study, it would have cost West Germany $33 billion to rear and educate the number of workers gained by immigration between 1957 and 1973."

And while the home countries lose at first, the host countries may suffer in the end. If guest workers do not wish to leave, they begin to compete with native workers for jobs and this too, may lead to strife within a country's border.

Even if the workers do decide to return to their home countries or migrate elsewhere, the problems are not necessarily solved. As Stalker reports, "Of the jobs left behind by returning migrant workers from France, only a third were snapped up by other foreign workers and the rest were eliminated. Frenchmen often considered immigrants' jobs too degrading."

While migration has received little consideration by international bodies to date, it is expected to be an important agenda item at the 1984 World Population Conference in Mexico City.

Experts in the field believe that migration is contributing to the gap between rich and poor countries and that what amounts to trade in migrant workers should be regulated by some kind of international agreements. •

Sources

The World Health Organization

International health cooperation began in 1851 when the first International Sanitary Conference was convened in Paris. The objectives then were to prevent the spread of epidemic diseases such as the plague, yellow fever, and cholera that traveled from Eastern Mediterranean countries to Europe. In 1907 the Office International d'Hygiene Publique (OIHP) was established in Paris with a permanent secretariat. Under the League of Nations, OIHP maintained its independence from the Health Organization of the League of Nations and the Pan-American Sanitary Organization that had been operating in the Americas since 1902.

The World Health Organization was created by the United Nations in July 1946. Headquartered in Geneva, Switzerland, it is a "specialized agency," with its own governing body, membership, and budget. WHO is decentralized into six regional offices located in Alexandria, Egypt (Eastern Mediterranean Region); Brazzaville, Congo (African Region); Manila, Philippines (Western Pacific Region); New Delhi, India (Southeast Asia Region); and Washington, D.C. (Region of the Americas).

WHO's official objective is "the attainment of all peoples of the highest possible level of health." Within the limits of manpower and money, its priorities are:

—strengthening national health services in member states;

—maintaining epidemiological and statistical services;

—eradicating epidemic, endemic, and other diseases (with a bright success story in the case of smallpox);

—promoting sanitary housing and improvements in nutrition, including maternal and child health; and

—encouraging cooperation among scientific and professional groups in establishing nomenclatures and standardized diagnostic procedures through a widespread exchange of pertinent data.

The WHO extensive publishing program is targeted primarily to health workers and researchers. A catalog listing all WHO publications (in several different languages) is available free from the Albany, N.Y. center listed below. It should be consulted for technical studies on such topics as brucellosis, housing, malaria, schistosomiasis, and water resources control, among thousands of other subjects.

A concise summary of the agency's activities is *The Work of WHO-Biennial Report of the Director-General*. The most recent edition is for 1980-81 and costs $9.00.

Quarterly World Health Statistics ($33.00 for four issues) should be consulted along with the *Annual World Health Statistics*. The *Annual* is published in two parts, priced separately. The latest available issue for 1982 is Part I which covers vital statistics and costs $18.00. These two publications are especially valuable for statistics on states that are not members of the United Nations such as Switzerland, Namibia, the Democratic People's Republic of Korea, Monaco, San Marino, Liechtenstein, and others.

The World Health Forum is a quarterly journal for policy makers, health planners, administrators, health educators, and public health workers. It provides a medium for the discussion of new public health concepts and is the main organ of WHO's member states for the exchange of health information. It is available for $22.00 for four issues a year.

The *Bulletin of the World Health Organization* is the principal scientific organ of WHO. It reviews progress in medical and related sciences and publishes original papers. A year's subscription for six issues costs $55.00.

World Health is the official monthly illustrated magazine of WHO and appears in nine languages, including English. It is available for an annual price of $13.75, $24.75 for two years, or $33.00 for three years.

Of particular interest to demographers, WHO publishes a series of technical reports on Health Manpower Development. A special catalog listing hundreds of titles is available. The monthly *WHO Chronicle* provides a record of the principal health activities undertaken in various countries and frequently includes articles on manpower questions. The *Chronicle's* one-year cost is $11.00.

The WHO regional offices all issue not only annual reports, but also documents that are area-specific. For example, in 1980 the Eastern Mediterranean office issued an abundantly illustrated volume entitled *Middle East Health: The Outlook After 30 Years of WHO Assistance in a Changing Region*. In addition, selected technical papers are made available by each regional office to health officials and reseachers at no cost. Write for particular subject catalogs to respective regional offices for further information. Addresses are included in the general catalog.

Ordering information for technical reports, public health papers, monographs, and official publications may be obtained from WHO Publications Center, 49 Sheridan Avenue, Albany, NY 12210; telephone (518) 436-9680. When calling, ask for WHO Publications Office because this is the central number for a large publications distribution center.

Subscription orders should be accompanied by a check made out to Chemical Bank, New York, World Health Organization, and sent to WHO, P.O. Box 5284, Church Street Station, New York, NY 10249.

Correspondence concerning subscriptions should be addressed to WHO, Distribution and Sales Service, 1211 Geneva 27, Switzerland ●

—Joseph A. Kechichian

Joseph Kechichian is a doctoral candidate in foreign affairs at the University of Virginia.